VOGUE

about women — and men

NEW LIGHT ON OLD QUESTIONS:

CORPORAL HARGROVE
How Women Look, at Army Camps

PAUL GALLICO
Are You Attractive to Men?

ILKA CHASE
Are You Attractive to Women?

STEPHEN LEACOCK
Do Men Like Witty Women?

FRANK CROWNINSHIELD
What Made Women Belles?

HOW TO FEED A MAN
by Sigourney Thayer

DO MEN LIKE TO SEE YOU IN:
Black or Colours?
Slacks or Dresses?
Hats or Bare Heads?

32 ANSWERS TO THESE AND OTHER QUERIES

ADVANCE RETAIL TRADE EDITION

NOVEMBER 15, 1942 • PRICE 35 CENTS
40 CENTS IN CANADA

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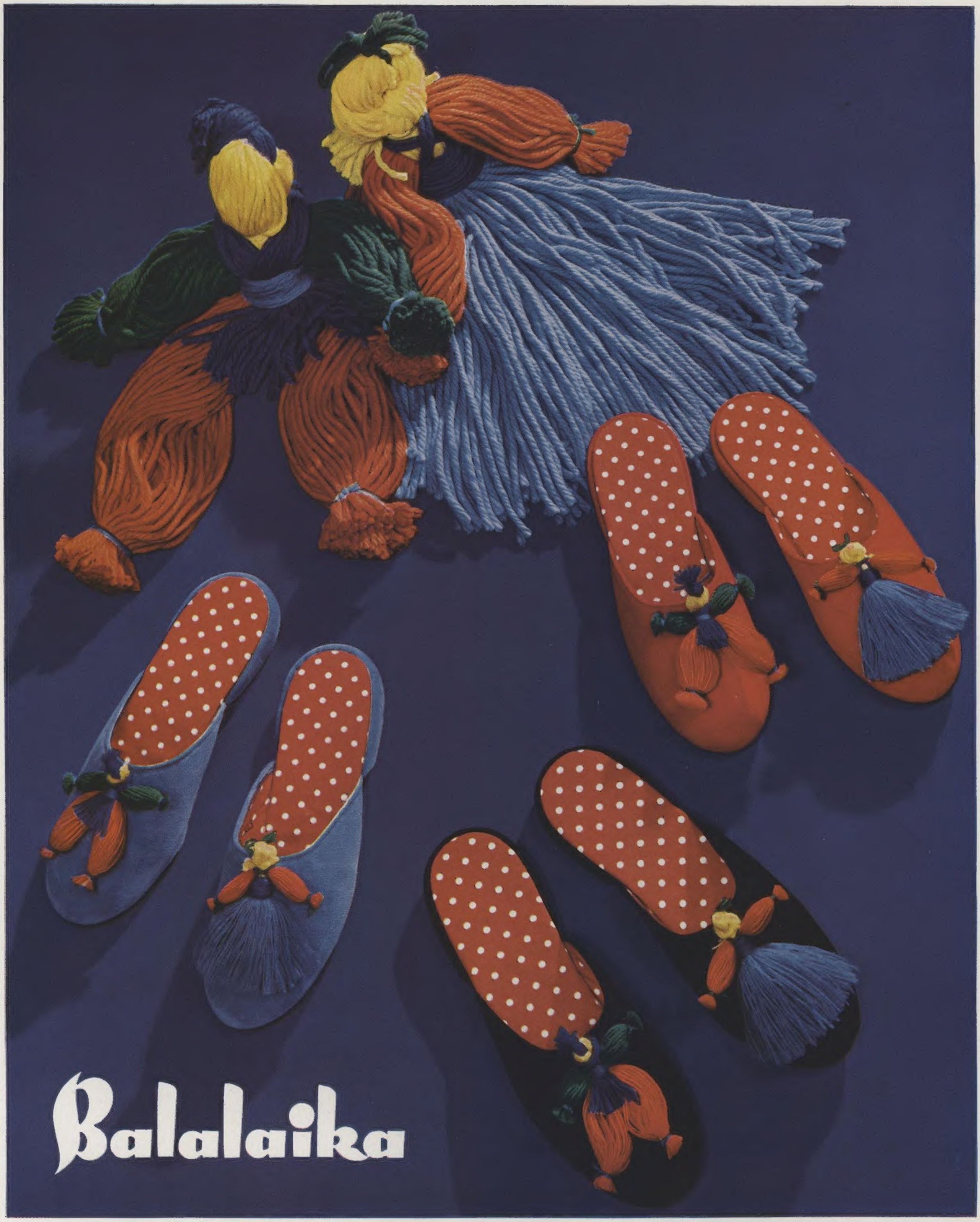


Unrestricted gaiety afoot! Complying with all war-time restrictions, Russian peasant dolls still dance gaily on the toes of these cotton velvet scuffs. Polka dot cotton linings, too . . . and sturdy bright red duckskin soles. Shown in black, red and blossom blue (also in royal blue) $2.45 a pair. At Better Stores Everywhere.

By joyce
PASADENA, CALIFORNIA

VOGUE ADVANCE NEWS FOR RETAILERS NOVEMBER 15

COPYRIGHT 1942. THE CONDÉ NAST PUBLICATIONS, INC.

Sell feminine fashions to please the man in uniform!

EVENING DRESSES ARE LONG ON ROMANTICISM

Today the evening dresses your customers want most are as romantic as the Men in Uniform these fashions are chosen to please. It's due to our feminine urge to make the greatest possible occasion of His Leave. An urge that expresses itself in sales of long evening dresses. Unforgettable colours. Bouffant cloud-drift skirts. Sparkle.

Vogue's choices of new and memorable evening dresses are on pages 26, 33, 60, 61. In your own stocks, you'll find just such fashions. Sell them for Big Nights when only a long evening dress seems right. For their swirling skirts that are made for dancing. For colours that make any woman look her prettiest.

This is a made-to-order theme for stores who want to window-play merchandise that is both beautiful and sellable. The background of such a window could suggest the interior of a well-known, local club. Group three mannequins in bouffant evening dresses around the figure of a man in uniform. Window card—"Vogue says: 'For His Leave—wear something to remember you by.' " Departmental displays of this theme might be lighted by baby "spots" for more enchantment. In another window —short dresses for evenings that start early (*right*).

. . . OR EVENING DRESSES ARE SHORT AND SWEET

The short evening dress is a great success for the multitude of times when a long dress is too formal. It's a perfect fashion for after-five evenings with the Man On Leave. Often these short evening dresses are black with sparkle. On pages 60 and 61 Vogue shows styles to point up this type in stocks all over the country.

Newest contender for after-dark honours is the short dress in colours that stand out in any crowd—under dimout or Kleig lights. This issue of Vogue gives you two pages of such dresses—34, 35. Notice that their flair lies in simple lines and lush colours to which your customers add elegant and imaginative accessories.

When you display in a window long evening dresses for Big Nights, give another to these short, less formal dresses and tell your story with a card, "Vogue says: 'Short and Bright—for evenings that start early.' "

If you are selling or displaying ready-to-wear, be sure you suggest perfect accessories for each costume. Herein lies the distinction and individuality of this season's after-dark fashions. There's no rule for these accessories except that they always must be right in colour—and never be dull!

TURN TO TWEEDS

Retailers from New York to California report that "women are buying, buying, buying tweeds" similar to those Vogue shows on pages 64, 65. If you are lucky enough to have fine tweeds in stock, now's the time to promote them. Sell them as warm, long-duration fashions—and as qualities that will be a lasting satisfaction.

NEWS IN SWEATERS

Anticipation of a long, un-warm winter has increased sweater sales. And so has this season's new styling! With plaid yokes, interesting knits and waistcoat styling such as Vogue shows on page 82, extra sweater sales are a natural. After each sale of a classic type, suggest one of the new novelties. They're *spice!*

Accessories fly their colours!

GLOVES are stretching to great fashion lengths this season. They are long with short-sleeved after-dark fashions. They are colourful contrasts—or studied team-mates. Vogue's cover and pages 33 and 34 will give you glove suggestions.

HAT AND GLOVES match for drama. On page 34, Vogue shows you how cyclamen gloves and turban light up a purple dress—what wonders a cranberry red hat and gloves do for a mauve outfit!

HAIR ORNAMENTS are important. See the one in blue sequins on Vogue's cover—ostrich feathers on page 61—pailletted net on pages 35 and 60.

A HAT TO WEAR WITH EVERYTHING—from slacks to satin suits—is a smart promotional theme. "The Red Beret" on page 43 will appeal to busy women who are buying versatile wardrobes. Display your own go-with-everything hat in an entrance window with sketches of clothes it complements.

Autumn Fashions are Feminine—Pretty!

These Four Quotations on Cards Without Cost

Write Vogue Merchandising Service, 420 Lexington Avenue, N. Y. C.

VOGUE SAYS:

"The hat of the hour—a beret."

VOGUE SAYS:

"Dresses are bright and short at night."

VOGUE SAYS:

"Sports clothes are the best bet if you're visiting an army camp."

VOGUE SAYS:

"You'll never look sleeker than in smooth black with sparkle."

These Quotations For Your Own Use

Put Them on Your Own Cards—Use Them in Advertising

READY-TO-WEAR

Vogue says:
"You were never prettier than in a dress-up black dress."

Vogue says:
"Officers and enlisted men vote for the dress in colour."

Vogue says:
"For visiting Him at camp—a dress that packs easily, won't muss."

Vogue says:
"There's a tweed renaissance."

Vogue says:
"Tweeds—right for your wardrobe, for town."

Vogue says:
"Two-tone dress—double quota of gaiety."

Vogue says:
"A good tailored suit—always in favor with the men."

Vogue says:
"Men like a frilly, feminine dress for after-five occasions."

Vogue says:
"For his week-end leave you'll want a warm bright dress."

EVENING DRESSES

Vogue says:
"Men have always been partial to the long evening dress."

Vogue says:
"Something to remember you by—perfect dress to wear for a beau on leave."

Vogue says:
"Young, frothy black—to please the man who likes romantic clothes."

Vogue says:
"Bright colour, suave lines—to please the man who likes sleek clothes."

MATERNITY DRESSES

Vogue says:
"For That Purpose—a shirtwaist dress with drawstring waist."

Vogue says:
"A bow-trimmed neckline keeps all eyes on your face."

Vogue says:
"For Before and After—a cover-up coat."

Vogue says:
"A blessing in disguise—the two-piece dress."

ACCESSORIES

Vogue says:
"Wear long and bright gloves with a short and bright dress."

Vogue says:
"With a bright dress, wear brighter accents."

Vogue says:
"Wear a red beret with your tweeds, dinner suit, furs."

COLOUR

Vogue says:
"Mauve for moderns."

Vogue says:
"Team purple and cyclamen—bright, brighter."

Vogue says:
"Pink is a catch-your-eye foil for red."

Vogue says:
"Try a touch of coral with your green outfit."

Vogue says:
"Purple and blue—smart accents for fuchsia."

TRADE EDITION SUBSCRIPTIONS
2 YEARS (48 ISSUES) $8.00
WRITE FOR QUANTITY RATES
NOVEMBER 15, 1942

RETAILERS, MANUFACTURERS AND ADVERTISING EXECUTIVES ARE ENTITLED TO RECEIVE THE TRADE EDITION OF VOGUE. SUBSCRIPTIONS MUST BE PLACED DIRECT WITH THE PUBLISHERS OR DIRECT WITH A CATALOGUE SUBSCRIPTION AGENCY. DO NOT SUBSCRIBE FOR THE TRADE EDITION THROUGH AN AGENT CALLING ON YOUR STORE. MAKE YOUR CHECK PAYABLE TO VOGUE, AND MAIL TO VOGUE, GREENWICH, CONN.

Dinner-time Sparkle . . . Day-time Length

glistening crystal beads top this new short-length dinner dress . . . in exquisite soft shades of light blue, almond green or grey with beads to match. Rayon crepe in sizes 12 to 20, **69.95**. Altman fashions, third floor

FIFTH AVENUE **B. ALTMAN & CO.** NEW YORK

Keep your best face forward

YARDLEY "ENGLISH COMPLEXION" POWDER, mist-blown, graciously scented with "Bond Street." Ten radiant shades. At finer shops, $1

"BOND STREET" LIPSTICK keeps your lips soft and inviting. Petal-smooth in texture. In ten shades, at all fine shops, $1

YARDLEY COMPLEXION MILK insures all day a petal-smooth finish to your powder. Use it once a day for all-day loveliness. At finer shops, $1

"BOND STREET," a truly great perfume whose formal fragrance blends brilliant sophistication with regal charm. At finer shops, in original wrappings only . . . $2.50, $4.50, $8.50 and $13.50

Your victory-vital duties needn't interfere with beauty-as-usual . . . so long as "Bond Street" Beauty Preparations (for you, by Yardley!) are available at fine shops everywhere. Let these sparkling satellites of a noble perfume help you keep your best face forward!

with "Bond Street" Beauty Preparations

BY YARDLEY

Yardley products for America are created in England and finished in the U. S. A. from the original English formulae, combining imported and domestic ingredients.

Compliments for every costume bags by

Josef

of Gold Seal Importers, Inc.

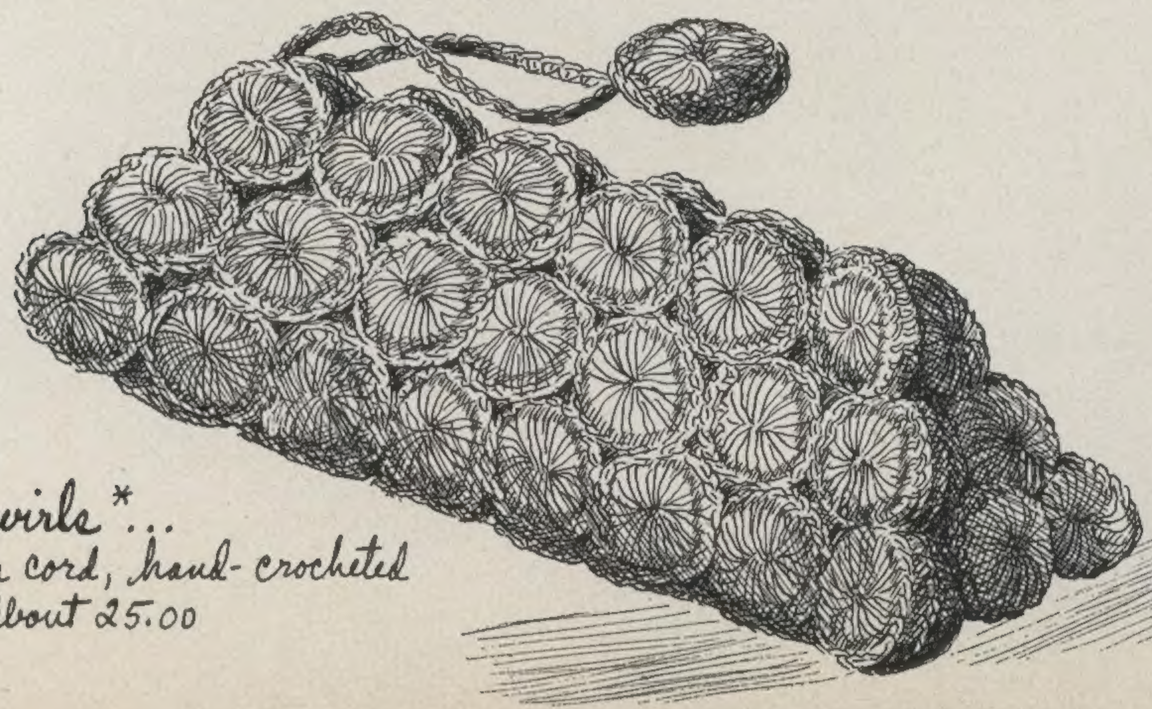
In leading stores throughout the country.

Photo: Hand-beaded jet dinner bag. About 50.00

RAWLINGS

Cordéra*... individually embroidered cord-effect. About 17.50

Suèdera*... 100% virgin wool broadcloth. About 17.50



Swirls*... lustrous cord, hand-crocheted About 25.00

Ripples*... patterned hand-tucking. About 25.00

*TRADE MARK

Keep your complexion sparkling-clean—

Kissable with Tussy

Know your uniforms? *Illustrated, army officer in full dress. Crossed rifles on lapel mean infantry. A second lieutenant, if bars on shoulder straps are gold—a first lieutenant, if silver.*

The quickest Home Treatment your face could want!

1. Cleanse—Scoop out Tussy *Emulsified Cleansing Cream* on finger-tips...smooth all over face and neck with firm upward and outward strokes. Quickly removes stubborn grime . . . soot . . . stale make-up and drying dust. Leaves your skin radiantly clean!

2. Brighten—Saturate cotton pads with Tussy *Skin Lotion*. Pat...pat...pat over face and neck. Removes any trace of cream. Helps tone up local stimulation. Notice how *fresh and alive* your skin looks.

3. Soften—Smooth on Tussy *Rich Cream*...particularly around eyes...to help against dryness, fine lines. Leave on over night. Follow this simple, effective, and time-saving home treatment daily for a bride-like complexion your husband will adore!

1. *Tussy Emulsified Cleansing Cream*—a rich, lusciously soft cream for thin, dry, or sensitive skin. Quick cleanser for busy war-time wives! Its fine emulsified oils cleanse thoroughly...gently lubricate at the same time. $1.00, $1.75, $3.00.

VICTORY FIRST! OUR POLICY NOT TO USE ANY INGREDIENTS NOW REQUESTED FOR WAR USE LESQUENDIEU DIVISION OF LEHN & FINK

2. *Tussy Skin Lotion*—a refreshing, non-drying skin lotion. Whisks away any remaining cream. Mildly stimulating...leaves skin tingly-fresh and glowing. $1.00, $1.75.

3. *Tussy Rich Cream*—richly lubricating for all types of skin. Helps combat fine dry lines. Coaxes drawn, flaky-dry skin to feel more supple, look younger, smoother. $1.00, $1.75, $3.00.

Tax additional on all prices.

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Tussy for that young, young look

TUSSY COSMETIQUES, 683 FIFTH AVENUE, NEW YORK CITY. LIPSTICKS, CREAMS, LOTIONS, AND OTHER FINE TUSSY PREPARATIONS ARE ON SALE AT DEPARTMENT AND IMPORTANT DRUG STORES

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Vol. 100, No. 10
Whole No. 1686

Duration Guideposts

BUYING, TODAY, is fraught with questions . . . natural, feminine questions, like, *"Is it right to buy new dresses?"*

THE ANSWER TO THIS IS, "YES!"—if you've bought your full quota of War Bonds. Yes, if you buy government-approved styles, containing no essential materials of war . . . dresses created by needle workers, whose contributions to victory today lie in dedicating their talents to needed civilian requirements—their earnings to the requirements of war.

YOU ARE RIGHT when you buy dresses instead of goods which are scarce. Today's busy round of war duties demands that you alternate your wardrobe. Yes, it *is* right to look lovely . . . it's good for *you* and it's good for those *around you.*

AND, WHEN YOU BUY NEW YORK CREATIONS, you buy fashion stripped to its beautiful fundamentals . . . grace, interest, fine workmanship and Rightness for Now. The New York designers of fashion have seen to that. They know the secret that makes "right" a synonym for "chic." It is their contribution to your life, in the past, for the duration, and after victory.

New York Dress Institute

Sheet Lesson FROM A SOLDIER'S SHIRT

UTICA
PERCALE
SHEETS AND
PILLOW CASES

Regardless of Price you can buy nothing finer than
UTICA PERCALE

Take a good look at that smart, smooth shirt fabric. Nothing is too good for the Army, which is why specifications call for *combed* yarns. Such shirts cost more than the ordinary kind, but they wear so much longer they save money in the long run.

Utica Percale sheets are also made from *all-combed yarns.* And for extra luxury and durability, they are woven with over 200 threads to the inch. These are highest quality percale standards . . . which is why, regardless of price, you can buy nothing finer than Utica Percale sheets.

Of course "percale" sheets can be and are made from coarser yarns, with fewer threads, or by omitting the important combing process. But such sheets cannot have the lustrous beauty, the luxurious smoothness and the long wearing qualities of genuine Utica Percale. Don't let the slightly higher first cost of Utica Percale sheets disturb you. Remember the lesson of the soldier's shirt.

Would you like a free swatch of Utica Percale? Just send us your name and address on a post card. Utica and Mohawk Cotton Mills, Inc., Utica, N. Y.

THE FEEL OF SILK . . . THE STRENGTH OF LINEN

Enjoy their extra warmth... Admire their exquisite beauty

Prized possessions are St. Marys fine blankets . . . big and billowy, brimming with warmth and exquisitely beautiful. The lovely new St. Marys blankets are outstanding in value — high in virgin wool content, impeccably bound in wide, lustrous ribbon and offered in a wide range of charming new colors. See them at leading stores . . . and if you are unable to obtain as many St. Marys quality blankets as you desire, remember we are doing our best to supply civilian needs as well as our armed forces.

ST. MARYS WOOLEN MFG. CO., ST. MARYS, OHIO

A new book of brilliant, entertaining, surprising, witty and moving pieces on almost everything of importance by almost everybody of importance

A New Book

out November 25th...

VOGUE'S FIRST READER

WITH A FOREWORD BY

Frank Crowninshield

FROM *Hemingway* on Fishing and *Mary Ellen Chase* on New England to *Van Loon* on Art and *Bemelmans* on Bemelmans, this is one of the most exciting and wholly original "Readers" ever published. Here are literary features by some of the most brilliant men and women in America...not only writers, but painters, musicians, scientists, actors, engineers, poets, playwrights, statesmen and photographers.

600 PAGES 150,000 WORDS $3.50

All of these pieces were originally published in Vogue. None has ever appeared in any other anthology

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I enclose $3.50. Please send me a copy of VOGUE'S FIRST READER postpaid.

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Laros
No-Ride★ Slips

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Dimensional★ Slips

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LINGERIE

Loveliness starts with the first intimate garment you put on. Your slip should fit you as well, be as definitely designed for *you,* as the other garments for which it is the foundation. It will, if it is a slip—by Laros.

★ REGISTERED U. S. PAT. OFF.

Laros of BETHLEHEM

Gotham presents The New Leg look

Opaque

As Launched by

Valentina

FAMOUS NEW YORK DESIGNER.

Five new dark shades in GOTHAM GOLD STRIPE'S phenomenal FUTURAY* stockings, to continue the long, slim line of your silhouette to the ankle. Opaque, to give that all-in-one look. Here is the new subdued elegance for this era of short formal dresses and duration-minded daytime clothes. A triumph in rayon, on points of beauty and wear. In regular lengths or Gotham's famous Adjustables** to fit every leg length and girdle length too. $1. and $1.15 at leading stores everywhere. Brown, Half-Brown, Navy, Taupe, Black.

*Trade Mark
**Reg. U. S. Pat. Off. Nos. 1728924, 1824636

GOTHAM GOLD STRIPE Reg. U. S. Pat. Off. Beautiful Stockings

Gotham Hosiery Company, Inc., 200 Madison Avenue, New York, N. Y.

the Opera Suit in

This is the elegance of fashion circa 1942. Harmony of sequin-studded York moire and Wm. Rose's Crepe Looking-Up—two fabrics of Enka Rayon. 69.95

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New York

JULIUS GARFINCKEL
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BONWIT TELLER
Philadelphia

HUTZLER BROS.
Baltimore

ENKA RAYON
206 Madison Avenue, New York

VOGUE'S TRAVELOG

a directory of fine hotels and resorts

ARIZONA

CASTLE HOT SPRINGS

Castle Hot Springs. Distinctive winter resort. Opens in December. Excellent horses. Swimming. Tennis. Golf. Amer. Plan. Walter Rounsevel, Mgr.

CHANDLER

San Marcos Hotel & Individual Bungalows. 250 acres of luxurious playground. 18-hole golf course. Swimming. Tennis. Riding. Robert Foehl, Manager.

PHOENIX

Camelback Inn. Fine American plan desert resort. Peaceful, informal. Sunny, warm. Booklet. New York office, phone BRyant 9-6347. October to May.

Hotel Westward Ho. Premier Hotel of the Southwest, in world-famous Valley of the Sun. Midtown with desert resort atmosphere. European plan. Bklt.

TUCSON

Arizona Inn. Arizona's foremost resort hotel. Charming garden rooms all with Sun Terrace. Swimming Pool. Tennis. Riding. Sunshine. M. Bennett, Mgr.

Pioneer Hotel. Southern Arizona's finest. 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible rates.

Santa Rita Hotel. 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo. Golf. Nick Hall, Mgr.

ARKANSAS

HOT SPRINGS NATIONAL PARK

Arlington Hotel and Baths

Central location simplifies travel problems. A resort hotel in the best Southern tradition, plus benefits of curative hot waters owned and recommended by U. S. Gov't for arthritis, high blood pressure, etc. Complete Bathhouse in the hotel. Your favorite recreation in zestful climate. Social calendar. Excellent cuisine. For folder and tariffs, address W. E. Chester, Gen'l Mgr.

CALIFORNIA

BEVERLY HILLS

Beverly Hills Hotel & Bungalows. Early California charm; thoroughly modern. Continental flavor. Year 'round social & movie center. Pool. All sports. E.P.

LOS ANGELES

Chapman Park Hotel & Bungalows. Resort-living in Center of City—Hospitality—Entertainment—Swimming—Sports. Information. Harry Ward, Mgr.

FLORIDA

MIAMI

The McAllister. Downtown Miami, facing Park and Bay. Central to everything. 500 rooms with bath and shower. Leonard K. Thomson, Manager.

GEORGIA

SEA ISLAND

The Cloister—pledges the best and most in rest and recreation. Golf and all sports. Early season rates. New York Office, 630 Fifth Ave. CIrcle 5-8075.

MARYLAND

BALTIMORE

The Belvedere. Baltimore's Finest Hotel acclaimed everywhere for its spacious rooms, unexcelled service and superb cuisine. Ideally located. $3.50 up.

If you wish more complete information about any of the hotels listed on these pages, drop us a card and perhaps we can help you. Vogue's Travelog.

MISSISSIPPI

PASS CHRISTIAN

Miramar Hotel. Established clientele. Women Creole cooks. All land and sea sports. Faces beautiful Mexican Gulf. Fun and frolic in healthful sunshine.

MISSOURI

KANSAS CITY

Bellerive Hotel, Armour Blvd. at Warwick. Refined atmosphere. Zephyr Lounge. French Cuisine. Garage. Trans. or Perm. Endorsed by Duncan Hines.

MASSACHUSETTS

BOSTON

The Copley-Plaza

Nearest of all hotels to Back Bay Station. Handy to finer shops, theatres and cultural sights. A palatial hotel, beautifully appointed—superb in its service and cuisine. Dorothy Lewis and her Ice Revue now featured on the ice-platform of the lovely Oval Room. Single rooms, $4.25 and up. "So little more for the best." Chauncey Depew Steele, General Manager.

NEW HAMPSHIRE

HANOVER

The Hanover Inn on Dartmouth College Campus. Open All Year. American & European Plans. Coffee Shop, Dining Room, Entertainment. Booklet.

NEW YORK

NEW YORK CITY

Allerton House for Women, 57th St. & Lexington Ave. New York's most select hotel for women. Friendly atmosphere. Rates: wkly. $10.50 up, daily $2.

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12. up. Daily $2. Bklt. "V".

The Beekman, Park Ave. at 63rd St. Leisurely living in an atmosphere of refinement, every measure of comfort and the convenience of a smart location.

Beekman Tower—49th St. at East River Drive. Overlooking River. Smart location. 400 outside rooms. Near shops, theatres, business. From $2.50. Booklet "V".

Beverly Hotel. 125 East 50th. Just East of Radio City. Large rooms and closets. Serving pantries. Single $4, double $6, suites from $8. PLaza 3-2700.

Gramercy Park—Famed hotel at legendary private park. Rendezvous of nation's great. $4. single, $6. double, $8. suites. Weekly, monthly. Booklet "V".

The Grosvenor, on Convenient Lower Fifth Ave. at Tenth Street. Single from $4., twin beds from $6. Suites with pantry from $150 monthly.

Henry Hudson Hotel, 353 W. 57th St. 1,200 rooms with bath. Special floors for women. Daily $2.50 up. Weekly $12.75 up. John Paul Stack, Manager.

Langdon Hotel—Fifth Ave. at 56th St. Unparalleled convenience whether for a day, month or year. Charmingly quiet. Transiently from $4.

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries, Radio City. Refined surroundings. $4. single; $5.50 double; Suites $7.

Sherry Netherland. Fifth Ave. at 59th Street. "Where the Park Begins." Gracious living, famed cuisine. From $7 single, $9 double, $15 suites.

NORTH CAROLINA

ASHEVILLE

Battery Park Hotel. Special weekly & monthly rates, Nov. thru Mch. Cheerful lounges & dining rms. Comfortable bedrooms. Request folder "D" & rates.

VIRGINIA

VIRGINIA BEACH

The Cavalier—250 seaside acres. 2 golf courses, riding, games. New European plan rates: $4 single, $6 double. Write for Booklet W.

DUDE RANCHES

TEXAS

SAN ANTONIO

Gallagher Ranch. Sprawling, modern hacienda headquarters on a vast historic cattle ranch. Excellent meals. Open year 'round. References exchanged.

HOTEL MANAGERS

Write to Vogue's Travelog for information on how to place the name of your hotel in this directory of fine hotels and resorts.

IDENTIFY YOURSELF AS A READER OF VOGUE

For Christmas, give *America's Rarest Fruit!*

No. 1 Deluxe Gift Box
AS ILLUSTRATED
$2.25 delivered
No. 2 larger Deluxe Gift Box, $3.35

Royal Riviera Pears*

Pears so rare not one person in a thousand has ever tasted them, yet so low in price you can remember all your friends

DEAR VOGUE READERS: Imagine the thrill you'll be giving your friends when they eagerly open this impressive box on Christmas morning.

How their eyes will widen as they gaze on these beautiful Royal Riviera Pears.

ROYAL GIFT BASKETS heaped with Royal Riviera Pears and other prize fruits and delicacies. Basket A, $5.95; B (as pictured above), $8.95; C, $11.95; D, $15.95.

How they'll marvel at the luscious flavor of America's rarest fruit—pears so big and juicy you eat them with a spoon.

Yes, here's the *unique* Christmas gift they'll remember and thank you for long after conventional gifts are forgotten.

Once these rare pears grew only in the South of France. In royal palaces, they were served on plates of gold. Years ago a few choice trees were transplanted and nursed to perfection in our fertile Oregon valley. Then the best of these rare pears we shipped to London and Paris. Exclusive hotels served them for 50¢ to 75¢ each. But *now* you pay only a fraction of these luxury prices.

REMEMBER EVERYONE . . . AT LOW COST

For the cost of one or two commonplace gifts, we'll ship handsome boxes of delicious Royal Riviera Pears direct to *many* of your friends . . . boys in the service, business associates, valued customers, *your own family*. No other gift is so sure to please *everyone*.

Such well-known people as Mrs. Howard Heinz, Mrs. Theodore Roosevelt, Jr., Rex Beach, Faith Baldwin, and W. Averell Harriman have chosen Royal Riviera Pears as rare treats and perfect gifts.

RARE FRUIT-OF-THE-MONTH CLUB*

The Christmas gift that says the whole year through, "My friend, I'm thinking of you." Thrilling gift boxes sent *month after month*, each with your card enclosed. Royal Riviera Pears at Christmas; crisp Golden Bear Apples in January; Rare Fruit Preserves in March; Rare Nuts and Dates in April; exotic Quetta Nectarines in July; matchless Oregold Peaches in September; huge Alphonse Lavalle Grapes in October; and a welcome encore on Royal Riviera Pears in November.

Complete 8-box membership, $19.95. Shorter-term memberships: 5-box, $13.30; 4-box, $11.05; 3-box, $7.75; 2-box, $4.50. Each starts with the Christmas box, followed in succession by the other rare treats as named. Each is announced by an impressive Certificate of Membership showing your name as giver.

EASY TO ORDER—DELIVERY PREPAID

All you do is send us your list of names and addresses (typed if possible), noting the gift box, basket, or Club membership each is to receive. Enclose your check or money order and cards. (Or we will insert attractive gift cards bearing your name.)

All prices include delivery charges within express free delivery zones. (Sorry—no shipments this year outside U.S.A. proper. No parcel post or C.O.D.)

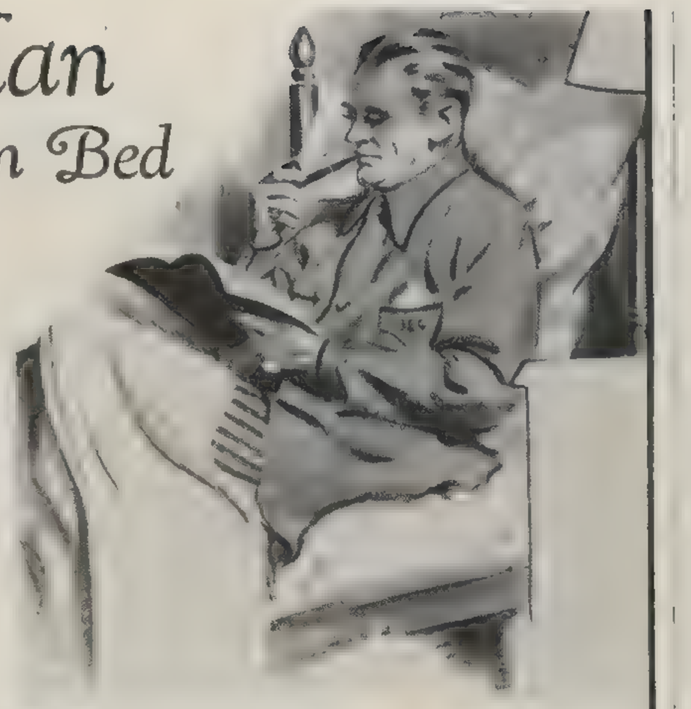
Shipments guaranteed to arrive in perfect condition. (Uncontrollable delays at Army and Navy posts excepted.) Guaranteed to please—or money back!

BUT HURRY! Nature allows us only so much of this rare fruit. And we'll need more time this year to fill your orders properly. So airmail *today* to

Harry and David
at BEAR CREEK ORCHARDS
Box 60, Medford, Oregon

*T. M. Reg. U. S. Pat. Off.

For the Man Who Reads in Bed



A Smart Gift

Sulka Bed Jackets, tailored by us from fine English Flannels, are warm and comfortable—plain colors or patterns, $27.50—hand-piped in contrasting color, $35.00—monograms additional.

Convenient to Order by Mail
Samples of materials on request

Write for "Sulka Suggestions"—other interesting Gifts for Men—illustrated

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Hairstyles for the Discriminating

Two Steps to Hair Beauty. . . . First, one of our famous "permanents without the look of a permanent" . . . then an individual coiffure, designed for you by Mr. Michael. Telephone BUtterfield 8-8718

Michael OF THE CARLYLE HOTEL
35 EAST 76TH STREET • NEW YORK

GOLD OR SILVER

for your "duration" evening shoe!

While you can, buy one superb pair of gold or silver kid shoes—like our pert platform pumps above! You'll wear them winter and summer, with every evening gown you own! $21.95. Magnificent tufted bag to match. $25.

Fall booklet on request

French Bootery
22 East 57th Street, N. Y.

THE ANSWER TO "WHAT TO GIVE"

Stemware is an essential, *not* a luxury . . . a much needed adjunct, now that we all do more entertaining at home. We illustrate the beautiful new Kungsholm pattern in sparkling cut crystal. Styles: Goblet, champagne, claret, wine, sherry, cordial, cocktail, sherbet and highball.

$12.00 per dozen

Matching Finger Bowls and Finger Bowl Plates each $15.00 per dozen—Salad Plates $18.00 per dozen.

SWEDEN HOUSE
INCORPORATED
634 Fifth Avenue New York, N. Y.

ORDER BY MAIL } ECUADOR

Musician, mother and child, priest, bride and groom. Dressed in homespuns, hand-painted, modeled in clay, hair wigs. 9"—$3.50 each.

Request our price list on authentic—foreign—regional—antique—American character—modern play dolls.

VELVALEE DICKINSON
718 Madison Avenue, Nr. 63rd St., New York City
"Dolls for collectors—and that new baby"

Shop

Fabulous Shop. It has pleasant blue-carpeted floors and print-hung walls, so buying a fur coat at M. P. Penizek, Inc., at 1 West Fifty-Seventh Street, is more like dropping in somewhere quietly for tea. There, for $420, is this evening coatee of Russian broadtail and ermine. There, also, are daytime coats, many lined with exquisite old Chinese brocade. Each one is fitted with great pains, so that it will be right for the woman who wears it.

Christmas Gift for a young girl who's newly cosmetic-conscious. She'd like the look of her powder in the hand-made crystal jar, of her cologne and hand lotion neatly arrayed in the two plastic-top bottles. The trio, $2, postpaid. From the Monogram Glass Co., Merchandise Mart, Chicago.

Trousseau Talk. Shophound, in the shop of William Coulson, 730 Fifth Avenue, found this pillow-case with appliqué pink chintz flowers of "Glo-Sheen." Two percale cases with two white, chintz-trimmed sheets to match, for single beds. $31.50.

Opera Season. Snatches of operas, such as "William Tell," are on these copies of old French plates, and they're clear enough to sing from—if you care to. Dennison's, 411 Fifth Avenue, sell the ash-tray for 50c; the dessert-plate for 60c; and the luncheon plate can be yours for $1.

VOGUE STUDIOS

Petit parfum. In a red-and-gold box, from the shop of Ina de Cris, 699 Madison Avenue, you'll find these three flacons of perfume—"Lido," a nostalgic scent for Sunday afternoons; "White Lilac," as authentic as a New England hedge; and the habit-forming "Bretton Woods." The trio is $3.75, plus 10% tax.

Hound

Mails Early

Getting Around. An imaginative little girl could keep these dolls in a whirl of gaiety—they have the clothes for it. Here, one has a blue coat and bonnet; the other, a red gingham dress. You can even buy them a sporty-looking pair of jodhpurs and a skating outfit with a twirling skirt. They are At Home with Velvalee Dickinson, 718 Madison Avenue. Twenty inches tall, the dolls are $8 apiece, their outfits—$2.50 up.

Weighty Matter. Could be your dates now are letters, rather than beer-and-bowling, or dancing till All Hours. These tiny, precision-built scales are for you, and for the postal rule that overseas air mail must not weigh over two ounces. They come in a case of saddle leather, with a compartment for stamps. The scales are chromium-plated and small enough to dangle from your finger. For $1.50, you can order them from the Miles Kimball Company, Kimball Building, 40 Bond Street, Oshkosh, Wisconsin, and save yourself many a trip to the post-office.

Time for a Quick One. A furlough bride, swamped with helpful relatives and lists of Things to Do, would appreciate Antoine of Le Printemps Hair Shop, 665 Fifth Avenue. He can give a permanent wave in ninety-five minutes. Moreover, Antoine has a way with longish bangs, arranged to look beguiling beneath a wedding-veil.

A Matter of Form. When the shop of J. Berlé, at 20 East Fifty-Seventh Street, makes a brassière to order; it is both an artistic and a scientific project. Strategically fitted, the brassières are made of pure silk and nylon that will sturdily outlast many a washing and—what's more—won't have to be ironed.

Any Service Man would be fascinated by this Stahly Live-Blade razor that shaves like an electric one, only on its own power. Shop-hound modestly leaves it up to a man to figure out *how* it does. (It has something to do with a governor-controlled driving spring.) For $17.50, plus postage, you can order it from Hammacher Schlemmer, 145 East Fifty-Seventh Street, and mail it early.

SALE PRICE
$3.95
The Perfect Gift
Fine quality, washable, rayon crêpe Blanket Covers. Richly finished with satin bands and monogrammed to your order. Available in Tea Rose, Dusty Rose, Light Blue, Pink, Yellow, and Eggshell.
$4.95 double bed size
Monograms $1.00 extra
Matching pillowcase $1.95
complete with monogram
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"WHOOPS"
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Guaranteed by Good Housekeeping
IT'S IN YOUR SIZE...
....A REAL FUN SHOE ON PLATFORM SOLE...
...OF GOLD OR OF SILVER THREAD
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All sizes 2½ to 12 • AAAAA to C
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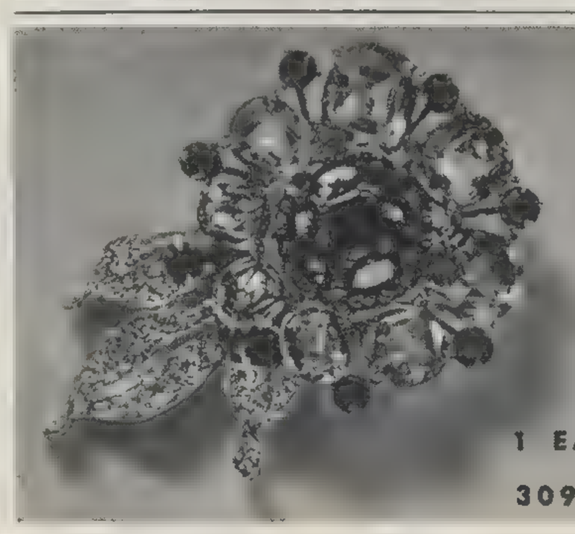
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309 WORTH AVENUE • PALM BEACH

Shop

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PINESBRIDGE FARM
Original
SMOKED TURKEY
NOW... for a foretaste of Christmas Cheer

FOR folks who can't wait—a special early smoking of a few prime birds from our Christmas flock is just now coming to the exact turn of golden-brown deliciousness over fragrant applewood embers. Taste one of these succulent *smoke—cooked* turkeys, and you'll say: *"This is the unique Christmas Gift to my friends."* Each bird an individual masterpiece, personally cured and smoked by a man proud of a 3-generation tradition of turkey-smoking. Turkeys come *All Ready-to-Eat.* Price $1.50 per lb., net smoked weight. From 7 to 16 lbs. Express prepaid in U. S....
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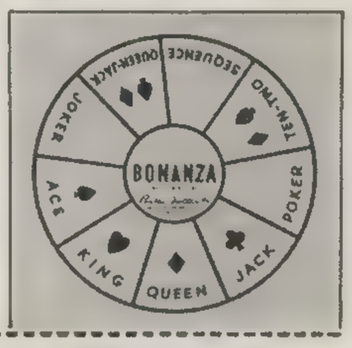
Shades of "Ol' Missisip", N'Orleans, Natchez and high-hatted southern gentry, here's that old favorite, BONANZA. This popular, Parker Brothers version is just as exciting and hilarious entertainment for modern week-end parties. Easy to play, any number can join in. Bonanza standard suede cloth fits any game table ... $2.00



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B—Large Gift Box (18-24)	3.35	3.20
C—Medium Family Box (30-50) . .	4.35	4.20
D—Large Family Box (70-100) . . .	6.25	6.10

Stamps and C.O.D. orders not accepted.

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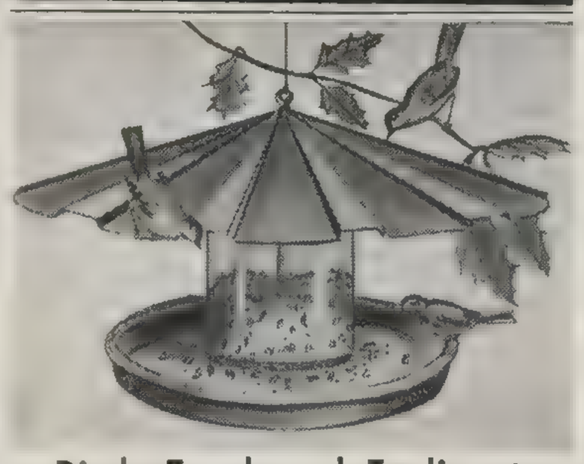

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WILD BIRD FEEDER

Give friendly birds a helping hand. Enjoy their company the whole year 'round. The *Country Life* WILD BIRD FEEDER, sturdy metal construction, protects grain from weather and squirrels. Safe, comfortable perch. New "Kleer-Vu" reservoir lets grain t-r-i-c-k-l-e down as needed.

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Country Life WILD BIRD FEEDER, complete with sample Country Life Bird Food, only $2.50 postpaid. **CHRISTMAS GIFT SPECIAL**—*two* Feeders, with sample food, only $4.75. Order now—so birds will stay all winter.

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come these tempting PRESERVES

Jane Amherst preserves are made in the old-fashioned way, from luscious sun-ripened fruits and berries gathered in the high meadows and valleys of the Cascade Mountains. They retain the full fruity flavor and woodsy aroma found in real home-made preserves.

NO. 3 MOUNTAIN GIFT BOX ... $3.95 Prepaid in U.S.A.
Doz. asst. 5½ oz. jars Mountain Huckleberry, Strawberry, Wild Blackberry, Greengage, Prune-Hazelnut, English Damson, Wild Plum packed with fragrant pine needles, tiny cones.

JANE AMHERST
1101 N.E. 47TH AVENUE, PORTLAND, OREGON

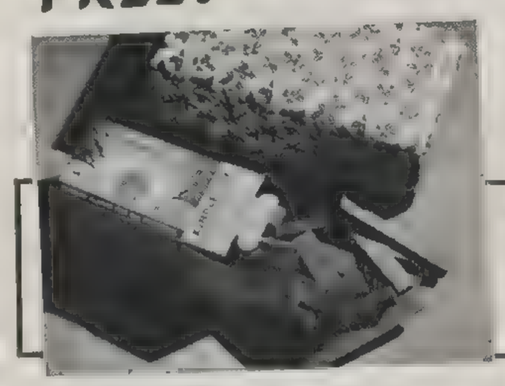
Christmas Red. This is as good-natured a dress as you could find—one you slip into easily, wear everywhere. The lined jacket is of red wool, the skirt of black wool-and-rabbit's-hair; and for $39.95 and a visit to Chez Rosette, at 10 East Fifty-Sixth Street, it's yours. While there, you can have made to order the black Persian lamb hat with nodding jet balls. It is gently priced—for fur—at $25.

Friendly Talk. A smitch of tea goes a long way if you use this teapot with a strainer inside which holds the leaves and draws up to the lid between cup-fulls. It would be a conservation measure if you are cautiously stretching a precious store of China tea. Of cream-coloured earthenware, the teapot is pleasantly chubby and has a chromium cover. Shop-hound found it for $7.50. On your buffet, bubbling with Chicken à la King, might be this earthenware casserole. It has a bright yellow lid that would look very cheery with the licking blue flame of the alcohol-lamp beneath it. Complete with burner, it is $12.50. Casserole and teapot—Alice Marks, 6 East Fifty-Second Street.

Pin Points. They don't grow at large, but there is a luxuriant crop of these flower pins blooming at Richter's, 589 Fifth Avenue.

Since the rules state firmly that no war-needed metals can be used for costume jewellery, these pins are of sterling silver, plated with two shades of gold. Shop-hound is no botanist (we think the flowers are sumac or dandelions), but we can tell you that the sapphire-coloured one costs $37.50, and the one with rose stones is $39.95, plus 10% Federal tax. The jewels come in four other jewel-colours, all glittering brightly.

FREE! LEWIS & CONGER'S Christmas Book of Original Gifts



A 36-page book profusely illustrated, crammed with over 300 useful, exciting gifts for everyone from glamour girls to elderly uncles. Write for Book V-15.

PRACTICAL GIFT FOR THEIR HEARTH ... our convenient new Kindle-Lites to start the fireplace blazing merrily without paper or kindling, and with only *one* match. Package of 96 Kindle-Lite briquettes, each 6" long, $2.95.

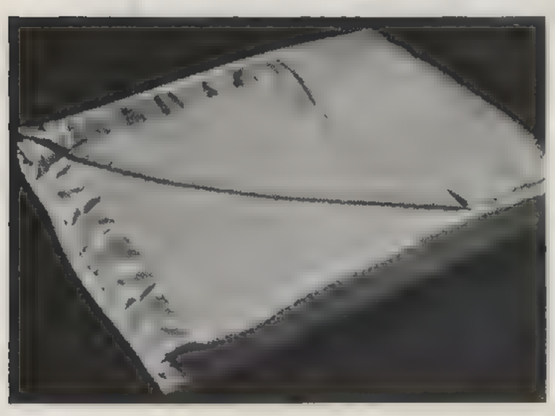
LEWIS & CONGER DEPT. V-15 • SIXTH AVENUE AT 45TH STREET NEW YORK CITY

Hound

Mails Early

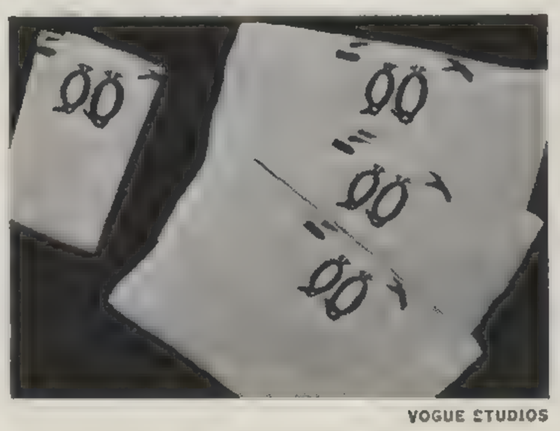
Every Christmas this madonna could be inseparable with the season in your house, perhaps ivy-circled, making a little crèche. Only eight inches high, she is made of white porcelain with a turquoise-lined cloak and gold stars. Her Bambino is like one by Della Robbia. Alfred Orlik, Inc., 421 Madison Avenue. $40.

What's Knittin'? Well, for one thing, the sleeves of this jacket—warm, very warm, for a cold winter. Knizé, Inc., at 20 East Fifty-Sixth Street, will knit them onto a wool worsted vest, in any colour you name. (These sleeves are a confident royal-blue, the jacket is beige with the thinnest hint of a check, and it's fitted with No Margin for Error.) $115. With it, try one of the fly-front tailored skirts that Knizé makes so masterfully.

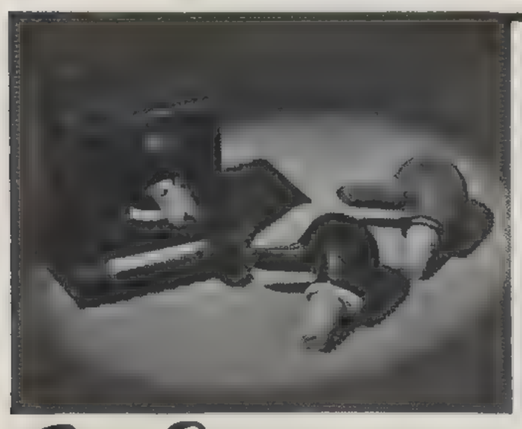


Light as Soap-suds, this is a blanket you could use effectively as a draught-dodger. Of wool-and-rayon, it comes in nine sybaritic colours, such as peach and chamois—and will wash. $7.95. Its size—52″ by 72.″ Fleer Associates, Merchandise Mart, Chicago.

Ice Breakers. You have to chuckle at the pompous penguins that are appliquéd on these cocktail napkins—and that's what makes them an asset at parties. Hand-made of white linen, they come from Albert George, 699 Fifth Avenue, for $3.95, plus postage.



VOGUE STUDIOS



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fashioned of beautifully polished wood. You press the duck's nose, and out rolls your cigarette. *$3.50, plus postage.*

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sits up atop a bottle and surveys the party with an appreciative, knowing eye. *$1.50 pair, plus postage.*

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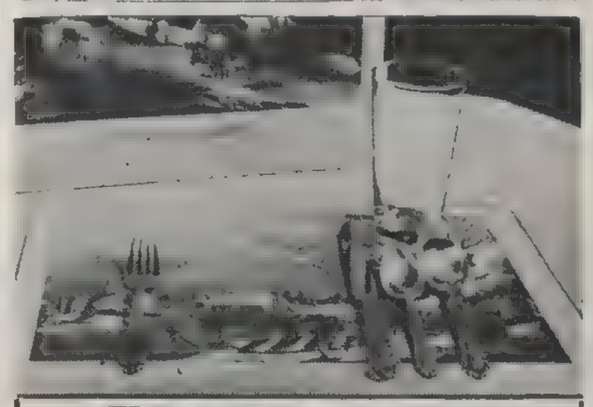

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Shop Hound

Mails Early

Smart Slacks. Matching colours in wool and leather, with results that would look perfect even to men who give Air Corps eyesight tests, is a knack of Casual Clothes, Inc., at 745 Madison Avenue.

Here is a case in point. Grey flannel slacks (they cost $40) match grey capeskin shoes (yours for $14.50). A tart copper colour makes the blouse ($35, please), the capeskin belt ($5), the camel's-hair coat, which you can add to the set for $145.

Just Her Size. Explicitly for little girls (it's not all a man's world), this charmer of a chair can stay in a living-room without jutting out from the rest of the furniture as a nursery chair. With it for her own, when she comes in at tea-time, or to meet company, a little girl will be learning good manners without self-consciousness.

This chair is of natural wood, and others come in a finish like mahogany. $6.95 buys any of them. For $1, you can buy a gros-point seat (this one has a puppy and quizzical kitten on it), and for another dollar you can get the background wool. If you like petit-point, that's $2 up. All—Alice Maynard, 558 Madison Avenue.

VOGUE STUDIOS

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B—The modeling of this Toby, of Minton Bone China, by Eric Owen, is the finest we have ever seen. The strength and personality of President Roosevelt are faithfully portrayed. Ivory finish. 6¾ inches high. $18.00

C—A Plummer exclusive. Christmas Tree plates, gaily decorated colored tree and star of Bethlehem, with wide red or green band. Actual size 9½". Each $2.00 8 for $15.00

CC—Large Chop Plate to match, for Christmas puddings, cakes, ice cream, etc.....$4.75

D—One of the most striking examples of the modern tempo is this heavy Swirl Vase, hand made of finest Crystal. 6½ inches high ..... $9.00 9¼ inches high.....$15.00

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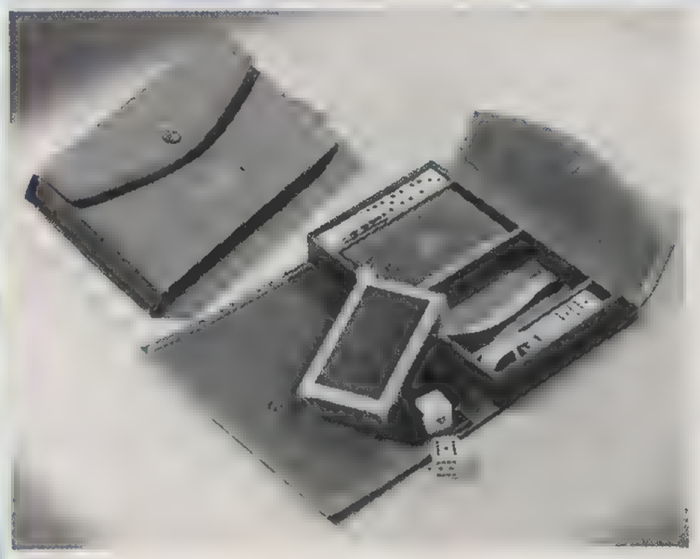
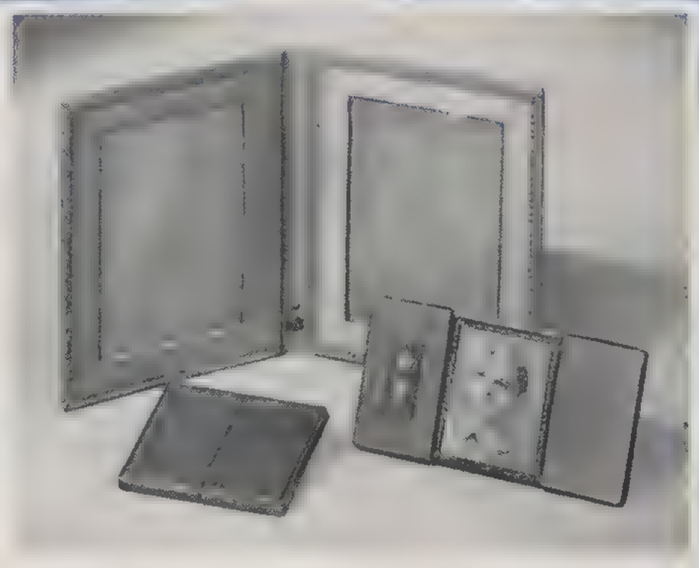


Army-Navy Game Set with 2 decks of cards . . . straight, poker, put-'n-take dice, $8.50

Officers' Gloves: Naval gray mocha, $6.50. Army tan cape, $4.50. Knit-lined, $8 and $7



Folding Photo Folder, 4" x 6", $3.75. Pocket locket for two cherished snapshots, $4.75

Convenient Utility Case in Havana hide. Oil-silk lining, and zipper closing, $9.50

Officer's Briefcase in handsome Havana hide. Leather lining, slide-in handles, $17.50

Much needed, efficient Shoe Cleaning Kit with all he needs to polish his shoes, $4.75

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FIFTH AVENUE AT 52ND, NEW YORK

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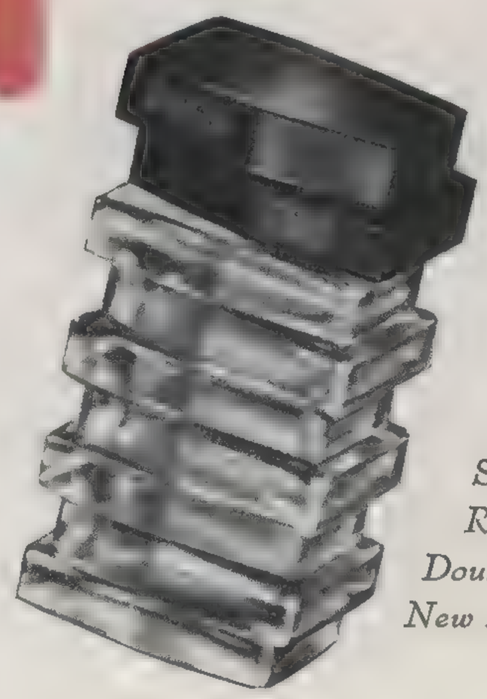
—the perfume that's not for the timid!

Flame to man and his ego, Ciro's audacious perfume, *DANGER*, has become the *must-have* of women who are frank in their femininity. It's definitely not for the timid! In both the $12 and $27.50 sizes, *DANGER'S* bottle is characteristically daring.

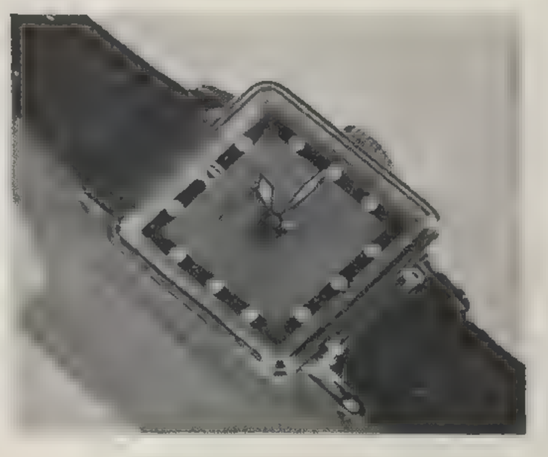
CIRO



ALSO:
Surrender
Reflexions
Doux Jasmin
New Horizons

Shop Hound

Mails Early



Night Watch. Even the sleep-bleared eyes of an air-raid warden, routed out in the middle of the night, could tell time on the luminous radium dial of this sports watch. Made by Girard-Perregaux, it has a fine, seventeen-jewel movement inside its gold-filled case. Black, Starr and Gorham, 594 Fifth Avenue. $35.

Bright Spot. Simple as the first sentences in an Elementary Spanish grammar book, but definitely a Take-Notice suit, is this one of duvetine wool. What makes it memorable is its assertive lemon-yellow—even the buttons are dyed that colour. Janet Sloane, of 18 East Fiftieth Street, designed it. You will find it in her shop—the price is $115. She could also make you a topcoat to match, of the same forthright yellow duvetine wool.

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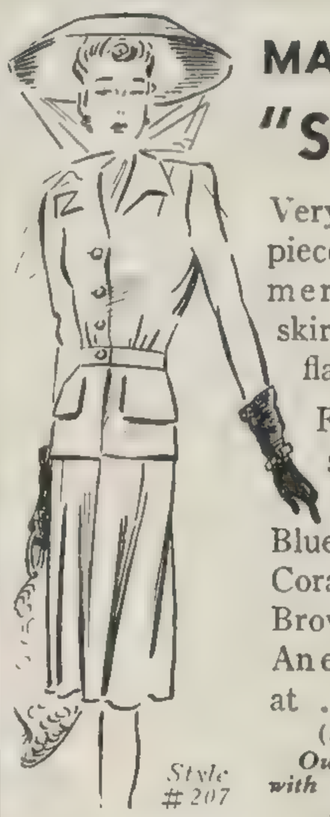

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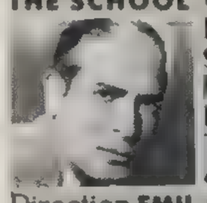

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DEFEAT ENEMIES OF YOUR CHARM, Fuzz & superfluous hair permanently, painlessly removed. 15 years' successful practice. Consult free by app. Mme. O. Piore, 200 W. 72nd, N. Y. EN 2-3156 & L. I.—Hempstead 2523

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LOUISE LLEWELLYN—Numerologist and Astrologer. Present events $2. Detailed forecast your next 12 months $10. Send name at birth, birth date with check. Questions answered. 147 N. Stanley Dr., Beverly Hills, Cal.

NOW! PLAN YOUR LIFE in harmony with astral forces. Sound advice on every problem $2. Year forecast $10. By mail or appointment. Write for information. Alfred Fleischner, 311 West 97th St., N. Y. C. AC 4-6924

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YOU WILL FIND OTHER INTERESTING SHOPS AND SERVICES ON THE FOLLOWING PAGES

Vogue's ADDRESS of shops, services,

SNOW AND JINGLE BELLS. If you expect to find a sizable cheque from a doting father tucked away in the toe of your Christmas stocking, we make this how-to-spend suggestion. Richard Koppen, at 17 West Forty-Fifth Street, is a furrier with an eye for line, for simplicity, and for budgets. He is an excellent person for you to visit with your tightly-clutched, crisply cheque-to-be.

For instance, if you have for years smothered a longing for a muff, Mr. Koppen has one of the most attractive we've seen. It's a soft bow-knot of fur, and you can order it in any fur. (In caracal, it costs $65.) A lush black fox coat, knee-length and flatteringly lustrous, costs $185. It is made of Kamchatka red foxes dyed black. And for a fabulous father, a fabulous cheque ...there's a Regency-rake of an ermine coat—hip-length and sleekly fitted. The cost, $750.

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OWN AN OLD FUR COAT? Let me make it over into a gorgeous 1943 fashion. For $25 I'll remodel, repair, refit, clean and glaze, including new silk lining, loops, buttons. 2 years' guarantee, 3 years' storage. Additional fur, if needed, at lowest cost. Harry Jay Treu, Inc., 147 W. 35th St. (opp. 35th St. entrance Macy's), 18th floor, N.Y.C. Telephone LA 4-6788 for Bonded Messenger or Write for Booklet on Mail Order Plan

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EMILE ROCKEFELLER CENTER—Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air Conditioned. 30 Rockefeller Plaza. Tel. CIrcle 7-1995-6-7

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SATTLER'S fifty years of experience mean easy and perfect control over problem hair. Permanent waving, hair coloring. Hair goods carefully made to order. Sattler's, 18 E. 53rd Street, New York City. WIckersham 2-3443

LAURENT, internationally famous coiffure stylist, will accentuate your charm with a natural, soft, lovely permanent wave. Expert advice gladly given on hair coloring. 683 Fifth Avenue, New York City. WIckersham 2-5212

MAISON JEANPIERRE for your "gamine" self-dressing permanent . . . special care given for natural results—welcome any difficult problems, expert advice and consultation free. Call PLaza 3-6262. 6 East 53rd St., New York

LURA DE GEZ, 714 Fifth Avenue (bet. 55 & 56 Sts.), introduces a new department for busy women—a Self Service Course consisting of five hours instruction for $10.—learn home care and styling of the hair. CIrcle 7-5350

HOWARD (formerly of Antoine, Saks 5th Ave.), for exclusive "Cream Permanents". $15.00. Expert hair coloring. "Perfect-Curl" fingerwave (it stays set!) and shampoo $2. 9 Rockefeller Plaza, Suite 719. CIrcle 5-5961

GURO—Specializes in white, gray and problem hair. Suprecool cold permanent and Bestone tinting. Cuts & styles to type. Corrects kinky hair. Our own formulas, herbs and oils. 441 Mad. at 50th, N. Y. WI 2-1692

ALBERT OF FIFTH AVENUE—Plan your fall grooming program here. Albert gives you that intangible coiffure chic; reconditions your scalp & restores hair color. Quiet individual attention. 607 Fifth (49th). PL 3-8903

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MANUEL INVISIBLE TRANSFORMATIONS with his "sight-proof part" have revolutionized the hair industry. Designer, manufacturer of high class hair goods. 10 Rue Royale, Paris and Manuel Bldg., 988 2nd Ave., N. Y. C.

FRANÇOIS ART TRANSFORMATIONS and newest Bob wigs of natural wavy hair with natural parting. Light and comfortable. Moderate prices. Mail orders. Booklet sent. François Hair Specialist, 11 E. 45th St., N.Y.C.

HAIR GOODS (Cont'd)

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PIERRE TRANSFORMATIONS, of artistry and unexcelled workmanship, have become a tradition of quality maintained for over 30 years. Made of finest naturally wavy hair. Absolutely undetectable. 37 W. 57th St., N. Y.

MISS EMMA—Bobs, Transformations. Undetectable, finest quality hair. Invisible partings, featherweight. White, difficult shades matched. We clean, style, dress. Moderate! Mail orders. 545 5th Ave., N. Y. MU 2-3409

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PLANNED TROUSSEAUX at Planned Prices. 3 Slips $2.95 ea., 3 Gowns $5.95 ea., 3 Custom made, pure silk Slips $7.95 ea., 3 Gowns to match $12.95 ea., Housecoat $12.95, Hostess Gown $19.95. Doremus-Winston, 19 E. 55 St.

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DESIGNED FOR DEVASTATION . . . Helene Adams hats, styled to suit your face, are adorable, eye-catching. Workmanship, quality. Undergraduates dept., $12.50 down; alumnae $10 up. 21 E. 55th St., N. Y. EL 5-8526

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SPECIALISTS IN MOURNING gowns, hats, veils, gloves, stockings, bags, scarfs, & jewelry. Sent on approval. M. C. Schoonmaker (formerly with Arthur Mullen), 723 Madison Ave., N. Y. Bet. 63rd & 64th St. RE 7-4279

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FREE FOR THE ASKING . . . a tantalizing whiff of D'Orsay's stirring new perfume . . . Intoxication. Makes your head whirl . . . and his! Write today for a miniature vial of Intoxication. D'Orsay, 71 Fifth Ave., N. Y. C.

RENAISSANCE IN FASHION at the Metropolitan Museum of Art has set the newest style. In line is Renaissance Perfume, $20. to $1.25 and Renaissance Toilet Water, $1.95 and $1.10 by Scherk, N. Y. at leading stores

MAURICE BABANI PRESENTS at leading stores, his new perfume Princesse Nefertiti. A lasting and fascinating essence, used and made famous by the Egyptian Beauty. Perfume 1 oz. size $15. Toilet Water 8 oz. $4.75

ROBERT ORIENTAL DELICAT . . . . Still available from $2 to $100. Gift packings. Visit Parfum Bar for unusual gifts; men & women. Booklet V. Robert, Parfumer, Coiffeur, 642 Fifth Avenue, New York. PLaza 3-9023

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ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City, Telephone ELdorado 5-1344. Hours from 12 to 6:30

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I. MILLER specializes in small size shoes. Our Fall collection, which features sizes 1 to 3½, widths AA to D, is ready at 1552 Broadway, corner 46th Street, N. Y. C. Write for new catalog. New charge accounts invited

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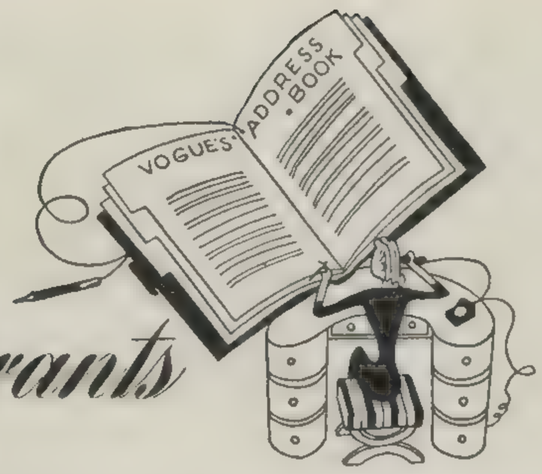
BOOK *and restaurants*



GOOD FOOD. One of the restaurants that goes along in its quiet way, year in and out, is the Champs-Élysées, at 25 East Fortieth Street. The place has atmosphere, fine food, and excellent service. Among the really top dishes served here, the *spécialité* is a chicken dish, rich beyond words. Great slices of the white meat of chicken are piled on a bed of broccoli and smothered in a golden au gratin sauce. What more can we say? Also for curry lovers—this place makes as good a curried dish as any we've tasted. P. S. The wine list here is filled with some of the better American wines.

Though you're likely to find the Champs-Élysées pretty hectic and crowded for luncheon on week-days (it's one of the few really good restaurants in this neighbourhood), it becomes much more serene and pleasant in the evening, and, of course, Saturday noontime.

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LIVERPOOL SHOE REBUILDING CO. Shoes rebuilt, restyled, corrected to fit. Made longer, shorter, wider, narrower. Orthopedic experts. Dyed any color. Custom-made. World's largest. Mail orders. 138 W. 34 St., N. Y. (opp. Macy's)

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HAND-LOOMED SWEATERS—a blend of Real Shetland & imported wools. Hand-finished classic cardigan $6.75, slip-on $5.75. Free color card—20 shades. Village Yarn & Tweed Shop, Framingham Center, Mass.

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ANDRE BALOD—TAILOR—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI 7-8179

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A PERFECT END TO YOUR BUSY DAY is a dinner served at any one of the restaurants listed here in Vogue's Gourmet's Guide. Take your choice of an atmosphere to match your mood and delicious food to suit your taste

GOURMET'S GUIDE

SELECTED RESTAURANTS IN AND OUT OF TOWN

NEW YORK CITY

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DIVAN PARISIEN—17 East 45th St., N. Y. Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Luncheon and Dinner. Finest vintage wines and liquors. Phone MU 2-9223.

JANE DAVIES'—145 West 55th Street. Good food and excellent service are yours amid attractive surroundings. Luncheon—55c, 65c, 75c. Dinner—$1 and $1.25. Fine vintage wines and beer only. Closed all day Sunday.

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.25 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners —noon to 8:30 P.M. Fine American food. The most talked about dining place in New York.

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CAFE TROUVILLE—112 East 52nd St. Host to New York's smartest clientele. Open for luncheon ($1.25), cocktail hour, dinner ($2). Entertainment every evening after 9:30. Completely air-conditioned. Closed Sundays.

CAFE ST. DENIS, 11 East 53rd Street. For menus that are different and a real French Cuisine that adds zest to appetites—try our Dinner Supreme from $1.50; Luncheon from 90c. Closed on Sundays. ELdorado 5-8032.

RESTAURANT MAYAN—16 West 51 Street, Rockefeller Center. The popular rendezvous for luncheon, cocktails, and dinner. Unusual atmosphere. Luncheon entrées from 65c. Dinner from $1.75; also à la carte specialties.

GRAND CENTRAL TERMINAL Restaurant and Oyster Bar. Lower Level, The Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 70c. Dinner from $1.00, also à la carte.

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CAFE LOUIS XIV—15 West 49th St., Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Period setting. Prix-Fixe Luncheon $1.50. Dinner from $2.00, also à la carte. Wm. Adler and his Violin.

CHAMPS-ELYSEES. Le Restaurant Par Excellence, Cuisine Française. Famous for the special Champs-Elysees Dinner. Finest wines and liquors. Lunch à la carte. Colossal bar. Closed Sun. 25 E. 40th St., N. Y. MU 4-8833.

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HEARTHSTONE, 15 E. 48. Cocktails. Open Sun. Gramercy Hearthstone, 102 E. 22. Closed Sun. Excellent food, carefully prepared, graciously served. Charming colonial atmosphere. Luncheon 65c to $1.35. Dinner $1.00 to $1.85.

THEODORE'S RESTAURANT—New York's outstanding French Restaurant. Superb Dinner $1.90. Delicious luncheon $1.35. Cocktails. Open Sundays at 5:30 P.M. Excellent bar. 4 East 56th Street. Phone: PLaza 3-6426.

CRILLON—277 Park Ave. (116 E. 48th St.) Famous for cuisine and cellar. Luncheon $1.25—Dinner from $1.75—Main Dining Room. In Cafe, Luncheon 95c—Dinner $1.25. Sunday Dinner $2.00. Telephone WI 2-3727.

SWISS PAVILON—38 East 50th Street (EL 5-8680). A delightful rendezvous, featuring continental specialties of World's Fair fame. Luncheon from $1.25. Dinner from $2.00. Open Sun. 12 noon. Paul Burger, Owner-Mgr.

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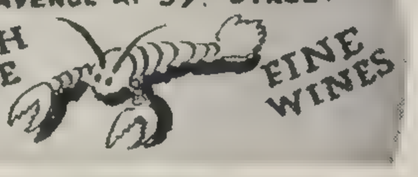

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ART EDITOR: Arthur Weiser
FEATURE EDITOR: Allene Talmey
FASHIONS
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Bright, short evening dress of Rodier wool jersey; jersey gloves. In hair—sequin pins. All: Nettie Rosenstein designs. At Bonwit Teller; I. Magnin; Marshall Field

NOVEMBER 15, 1942

VOGUE

Incorporating VANITY FAIR

Published by

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Year-round answer to problems-in-living . . .

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. . . for there is nothing superficial about the preservation of *Beauty*—nothing of powdering-for-low-neck while Rome burns. Actually, to let oneself become plain to meet a plain situation is a kind of defeatism and certainly no way to pay tribute to a brave man.

His regard and understanding of what prompts you to drive trucks, polish cartridge cases, take on the B. P. division at hospitals . . . is warm with approval, but secondary to his admiration and need for you, as a Woman.

For Men who Fight have proud, terrible work to do. Their respite must be in memories or actualities of *Beauty*—of simple things—gentle things. Of a red mouth that laughed a pretty octave—of cool fragrant skin—a gayer gallantry—small, smiling gestures. Of a certain perfume, now forever joined to some especial nostalgia.

Men fight for these things, too—for assurances that they exist and will continue constant.

Lenthéric

perfumes

Vogue's-Eye View...

...of WOMEN

"WOMEN are real comrades—they can drive a car and fly a plane and telemark all over hell on skis"[1].... "Women don't go in for information, or if they give it, it is so incorrect as to be harmless"[2].... "Women are apt to fall for a poet, for anything with long hair and a reputation"[3]....

"A girl who will share a double sirloin, medium rare, burned on the outside, with her dope, is half-way home"[4].... "There are no new girls, no new women"[5].... "There isn't one woman in a hundred thousand who can write a good love-letter"[6].... "A woman in love is lightning-quick to forgive"[7]....

"A little jealousy is mighty reassuring to a lady"[8].... "Women like talk about people, preferably about themselves"[9].... "Women have a gift for unexciting menus which heartlessly ignore the male appetite"[10].... "Count your Martinis, sister. A man loves a gal who can drink with him and contain her spirits"[11].... "Ladies who are on time are God's fairest gift to mankind"[12]....

1. Vogue, this issue. 2. Same. 3. Same. 4. Same. 5. Same. 6. Same. 7. Same. 8. Same. 9. Same. 10. Same. 11. Same. 12. Same.

...and MEN

"MOST men are scared to death of head-waiters"[1].... "Men are a mess when they get drunk"[2].... "The ideal of an ordinary man is not a witty woman, but a sweet woman —a saint with hair parted in the middle"[3].... "A man will forgive a girl anything if she can make him laugh"[4]....

"Most men know what they want to eat, but few get it"[5].... "There is a particularly decent type of man who finds it restful not to have to talk"[6].... "All men have the idea that they are always busy, and if they are not, a woman can soon persuade them that they are"[7].... "It's the trivia that men like"[8].... "The real adoring husband overtalks his wife, overdominates her, pays with unexpected presents for easy forgiveness of his ill-temper, and never knows he adores her till it is too late"[9]....

"Most men are nervous when they call girls on the telephone"[10].... "Some guys love to be tagged, particularly if you are a queen"[11].... "The average man doesn't give a damn where he sits as long as he is with you"[12]....

1. Vogue, this issue. 2. Same. 3. Same. 4. Same. 5. Same. 6. Same. 7. Same. 8. Same. 9. Same. 10. Same. 11. Same. 12. Same.

RAWLINGS

ABOUT WOMEN— AND MEN— AND CLOTHES

THE old battle between the sexes is a battle which women are only too eager to suspend for the duration. When your man has marched off to the wars, or is momentarily expecting to, you have no wish to vie with him for a frivolous, ephemeral, psychological advantage. It may be reverting to type, it may be reverting only to fundamental good sense...but whatever the reason, your sole wish is to please him. To please him in every large and small sense: to fortify his courage, to inspire and enrich his memories, to quicken and reassure his faith. To please his vanity, his intellect, his emotions...and his eye.

Make no mistake about it—looking pretty is, alone, a glaringly inadequate contribution for you to make to morale—his, or yours, or your country's. Looking pretty has its place all right, though...along with and secondary to the more important things you will do. Looking pretty has its place, and because it has, we think it's worth re-defining and re-examining here.

In a way, the new attitude of women toward clothes makes any discussion of clothes and selection of clothes much easier than it has ever been before. At least, it eliminates that dreary old one-time problem of Do You Dress for Men or for Other Women? The answer, today, is...neither. You dress, in all overwhelming probability, for *one man.* All the time, if he's around all the time. Some of the time, if he's only around some of the time. Even if it's only a fraction of the time, it's far and away the most important part of the time.

If you know exactly how he likes you to look, you'll need to learn little or nothing from this article. If you have a few clues, but no complete general picture, this article should help you quite a little. And if you have practically no clues at all, if he's never told you, or never himself decided how he wants you to look—this article could very possibly be a major blessing to you. We do not make this promise lightly. We are not guessing. We *know.*

We know because we went and found out. We went to the men in the Armed Forces of America. We engaged professional Fact-Finders to conduct a poll among over three hundred of these Service men, in the approved scientific sampling method. (So that our results actually reflect a cross-section of opinion far larger than the mere number questioned.)

WE asked Army men, Navy men, Marines, men in the Coast Guard and in the Air Corps. We asked commissioned officers, non-commissioned officers, men in the ranks. And they told us, and this is what we found out.

The majority of the men—officers and enlisted men alike—said they preferred to see their best girl in a coloured dress, rather than a black one. (But quite a sizable minority voted for black.) The majority vetoed slacks for her. An even clearer majority wanted her to wear a long evening dress, not a short one.

They voted three to one in favour of sweaters. They liked her best in hats, next with bows in her hair, next veiled, last of all bareheaded. They emphatically preferred high heels over low ones.

Their tastes in beauty were surprisingly conservative. They were strong for the less sensational shades of nail polish, and for the delicate not-by-the-gallon use of perfume. About one-tenth of them were pro-blond enough to want her to bleach her hair, if necessary; the other nine-tenths thought that that was going much too far.

An impressive majority plunked for long hair, though short hair had its few wistful advocates. Most of them hated to see her stocking-less, but took the trouble to add that if this was a practical of-the-times necessity, it was then more than all right with them.

And the only question they really split on was the last one. "Do you like to see your best girl look Pretty and Cute, or Slick and Smart?" A majority of all the men wanted her to look Pretty and Cute. But a majority of the commissioned officers said no, Slick and Smart.

One of the most interesting things about the poll was that on no question did we find anything like unanimity in any single group, or any (Continued on page 96)

DRESS TO PLEASE HIM (opposite)

This is the way he wants you to look, when he comes home on leave. This is the way he'll remember you, when he's back on his ship. Young and pretty and gay, with something on that drifts and swirls as you dance. This dress, perhaps...a full, full skirt of white net, sequin-spangled; a black rayon jersey top. Best; Rich's; Neiman-Marcus. With it, a choker of simulated pearls by Brisant

THE PEOPLE'S

Dorothy Lamour *

Because she's long-haired and dark-haired...because she's pretty and sleek and smart...most of all, of course, because she's Dorothy Lamour...men *and* women think she's wonderful.

Because it's long and bright... because it's suave and worldly... they'll probably think her dress is wonderful, too. Of pink and red Enka rayon crêpe, nicely draped skirt. Henri Bendel. Paul Flato jewels.

*Her next film, "Road to Morocco"

CHOICE....

RAWLINGS

*Veronica Lake**

Because she's long-haired and blond-haired...because she's pretty and feminine...most of all, of course, because she's Veronica Lake...men *and* women think she's wonderful.

Because it's long and black... because it's frothy and young... they're apt to think her dress is wonderful, too. Of silk-and-rayon net, with a tiny cape, and a rayon taffeta underskirt embroidered in multi-coloured sequins. Bonwit Teller

*Her new film, "Star-Spangled Rhythm"

Lady Korda ...you may have thought that this was Merle Oberon, and, of course, you were right. Her husband—England's great movie-maker, Alexander Korda—was recently knighted. She herself is just back in this country from a five-week tour of American Expeditionary Force camps in England and Ireland; during this time, she acted as a sort of Mistress of Ceremonies for a U.S.O. entertainment troupe which included Al Jolson, Patricia Morison, Allan Jenkins, and Frank McHugh. She is now in Hollywood, where she will make "Heart of a City" before returning to her husband and England for the duration.

HORST

Mrs. John Hertz, junior ...you may have thought that this was Myrna Loy, and, of course, you were right again. Her husband is a New York advertising executive. The screen's most celebrated Dream Wife, Miss Loy wears here a costume of more than cinematic and more than mere decorative interest. Her ostrich feather hat is an exact twin of one with which she raised $30,000 worth of War Bonds at the "We're All in It" show given recently in Madison Square Garden for the benefit of Army Emergency Relief. Her "Tickle Pink" silk jersey gloves are copies of the industrious pair which brought an additional $25,000.

DO MEN LIKE WITTY WOMEN?

Few men willingly keep wits about them

By Stephen Leacock

[EDITOR'S NOTE: *Stephen Butler Leacock, B.A., Ph.D., Litt. D., LL.D., D.C.L., sounds like a Government agency. He is an institution. Professor Emeritus of Political Science and Economics at McGill, essayist, humorist, critic, professional sage, Mr. Leacock was born in 1869. Of this event he has said, "I am not aware that there was any conjunction of planets at the time, but should think it extremely likely."*

Leacock once toured the British Empire lecturing on Imperial Organization; his tour was immediately followed by the formation of the South African Union, by the Trinidad Banana Riots. He sees the world clearly, whole, and in quivering, raw little pieces. He has twinkling eyes, a solid figure, a sturdy, glinting wit. American in the wild hyperbole of his conceptions, English in his lucid style, Leacock is Canada's most entertaining export.]

SLAVES murmur to one another in their chains. They whisper what they think of their masters. In the same way, the generality of men, being enslaved by women, whisper, when in safety, what they think. Slave No. 1 in his Club murmurs to Slave No. 2 that women have no sense of humour. Slave No. 2 agrees, and Slave No. 3, overhearing from his armchair, says quite boldly, "They certainly have not." But when the wife of Slave No. 1 asks at dinner what was the talk at the Club, he answers, "Oh, nothing much." Yet his inmost feeling is that women have no sense of humour, and if a woman is witty, she has somehow come by it wrongly. He daren't speak right out—but I will speak for him.

Having been asked to answer the question, "Are witty women attractive to men," I answer decidedly, "No."

There are, of course, a lot of immediate qualifications to be made to it. In the first place, are witty people in general attractive to anybody? Not as a rule. They get tiresome It is terribly hard to be witty without getting conceited about it. I used to be witty myself, till I learned to be careful with it. People don't like it. There are two things in ordinary conversation which ordinary people dislike, information and wit. Most people—most men at any rate—like to gather up information out of the *Digests* which are the passion of the hour. But they won't take it from you. You're not a *Digest*. So, too, with wit. They've learned by experience that if they laugh at one thing, they'll have to go on.... So if this applies to men with men, it applies all the more to men with women. Luckily, women don't go in for information; or if they give it, it is so incorrect as to be harmless.

In the next place, it goes without saying that some witty women are attractive to some men. This by a happy disposition of Providence happens to all kinds of women, like attracting unlike. Hence witty women always have silent husbands. That's why they got married. There is a particularly decent type of man who finds it restful not to have to talk. When, in his youth, he meets a girl who talks all the time, that exactly suits him. He doesn't have to say anything. Ten years later, you'll see them enter a drawing-room together. The host says to the man, "Looks like an early winter," and he answers, "Certainly does!" The host says, "Have a cocktail," and he answers, "Certainly will."

By that time, his wife has sailed in on the conversation; he doesn't have to talk any more. People commonly call this type an adoring husband. He isn't. His wife is just a sort of fire-screen. The real adoring husband overtalks his wife, overdominates her, pays with unexpected presents for easy forgiveness of his ill-temper, and never knows that he adored her till it is too late, because now she can not hear it....

WE will add another qualification that one reason why some men don't care for the society of witty women is because of their own egotism. They want to be *it*. A wise woman, sitting down to talk beside such a man, will not try to be witty. She will say, "I suppose you're just as busy as ever!"

All men, you see, have the idea that they are always busy, and if they are not, a woman can soon persuade them that they are. Just say, "I don't see how you do it all"—without saying what all is.

Another very good opening for women sufficiently self-possessed is to say, "Well, I hear you are to be congratulated again!" You see, there is always something: either the office staff gave him a stick last month, or the Rotary Club elected him an Elder Brother. He'll find something. If he doesn't, then (Continued on page 74)

SOMETHING TO REMEMBER YOU BY ⟶

For evenings when you want to look your loveliest for a beau on leave—three memory-making dresses. First: red lace, tiered skirt. Second: black silk tulle, black sequins. Third: mauve-pink silk tulle, appliqué velvet leaves. All by Sophie, at Saks-Fifth Avenue. Lenthéric's serene "Soft Focus" make-up—it softens contours, high-lights lips and eyes

HORST

SOMETHING TO REMEMBER YOU BY

Bright and Short at Night

Dress - short and bright.
Gloves - long and bright.
Traina-Norell design of
wool jersey, attached necklace.
Bonwit Teller

Bright, short, dramatic.
Wool jersey, jet-trimmed.
Adele Simpson design;
Saks-Fifth Avenue.
Ostrich hat and muff

Bright wool dress;
brighter jewels, gloves, turban.
Nettie Rosenstein designed
dress, gloves, and jewels.
Bonwit Teller

Ballroom décolletage—
Short rayon crêpe dress and
coral jewels designed by
Nettie Rosenstein.
Bonwit Teller

Necklace sewn on bodice.
Bright dress of wool jersey.
Long gloves, peasant scarf.
Traina-Norell designs;
Bonwit Teller

Mauve for moderns.
Beautifully draped dress
of Rodier wool jersey,
Pattullo Original at Henri Bendel

HORST

Another short, bright story for evening —
Pistache-green wool jersey dress. $35.
Ostrich muff, Van Raalte gloves, Echo veil-scarf.
All: Bloomingdale; L.S. Ayres; Famous-Barr

New Degree of Dress

People are Talking about...

PEOPLE Are Talking About... Hitler's new medal of merit, the *Ostvoelker*, given to European nations as a reward for "collaboration in reconstruction under German leadership."... The Underground in Norway, France, and Holland.... The first war play of merit here, "The Eve of St. Mark," a play about a boy fighting on a little Philippine Island, his mother, his father, and his crap-shooting colleagues—it's terse and accurate, with a heart and a funny-bone. Aline MacMahon, big and soft and sensitive, proves in it that she is the greatest unsung actress in the theatre. This time, Maxwell Anderson, remembering some of his own lines from "What Price Glory," has written a beautiful play without the mush of his blank-verse technique to blur the lines....

PEOPLE Are Talking About... The frightening, but good jive-scene, "Steam on the Beam," in the new adolescent musical, "Beat the Band," which makes youth rather difficult to put up with.... The elaborate design of string, strung from floor to ceiling in the old Whitelaw Reid drawing-room, with which Marcel Duchamp tied up the Surrealist show there—the string looked like an enormous, beautiful, and intricate cats-cradle.... *Deed Without a Name*, an English thriller by Eden Philpotts, who knows a few secrets that slipped by Dr. Crippen....

PEOPLE Are Talking About... The young beauty of Jennie Tourel's voice when she sang Berlioz's "Romeo and Juliet" on Toscanini's opening Philharmonic program.... The new book of sharp-tongued Alajálov drawings, all carefully documented as though they were doctors' theses, all containing slyly a mental prattfall.... *G.B.S.*, the new Shaw biography by Hesketh Pearson, who wrote of the "Irish nightingale's" heretic career against the mufflings of the Victorians in a book that is fascinating, amusing, and exhausting. (Pearson quotes Shaw's line about going to the concert-halls whenever in need of a headache.)... The new trends in camouflage—some planes are now salmon-pink, and some are jungle-green....

PEOPLE Are Talking About... The way the British girls, who seem like American girls in the 'Twenties, still take careful care of their hair and, without exception, give everything to their inevitable jobs, which always come in first, place, and show.... The way many American girls, who still have leisure time, are still ignoring "Nurses' Aid"—the call will soon no longer be soft-voiced and pleading, but will have a rasp.... The work of the fourteen U. S. International short-wave broadcasting stations, which put on some two hundred and fifty or more radio shows a day to Europe. (All the men who work on them have been asked to sign an oath of secrecy.)...

PEOPLE Are Talking About... The report on his world trip by Wendell Willkie, his story of the Chinese Refugee Universities, whose students, now in mud wall buildings, had gone three thousand miles inland to keep studying.... The work of the Polish flyers.... The trip to Russia of General Sikorsky, the Prime Minister of the Polish Government in exile, and his talk with a little Rabbi, who told him that there were only two ways, a normal way and a miracle way, in which to win the War. In the normal way, everyone would be either in the fighting forces, or in the factories, with God in the end having to take a hand—physically. Astonished at this, General Sikorsky then asked what the miracle way would be. To this the little Russian philosopher said, simply: "The miracle, my dear General, would be to win *without* God's help."...

HERMANN

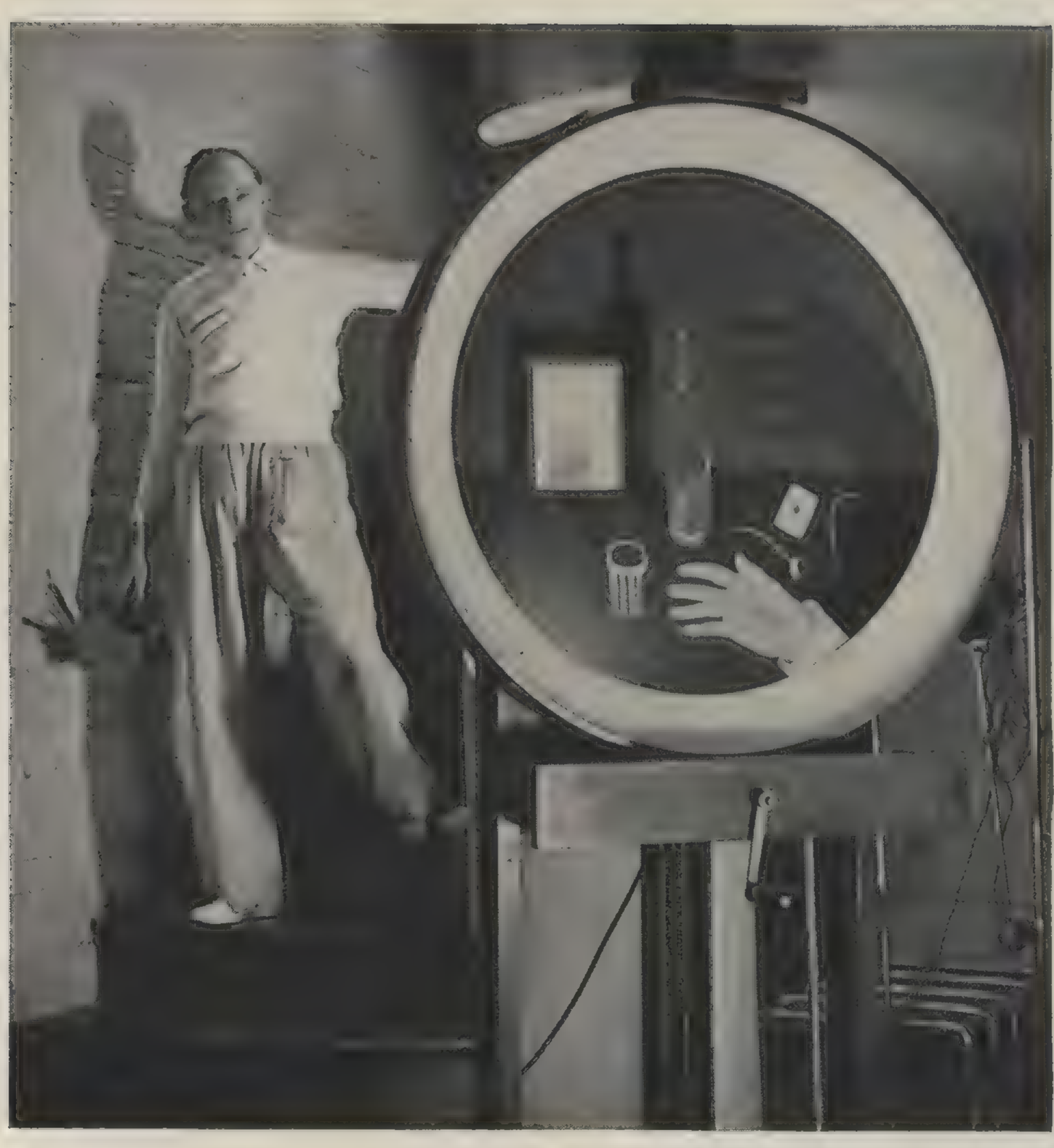
MARC CHAGALL

painting in exile

On the two following pages, three more artists from Europe

LIKE many other artists, long part of Paris life, Marc Chagall, one of the richest colourists alive, is now painting in New York his beautiful flying horses, his brilliantly conceived dream world, witty, gay, naïve, and definitely Russian peasant. Born fifty-five years ago in the Vitebsk ghetto, Chagall later spent some sixteen years in Paris until he came to this country a year ago.

Now he has just had a one-man show at the Pierre Matisse Gallery, his paintings are at the Museum of Modern Art and in many private collections, and, finally, his exaggerated costumes and sets of incredible reds, dreamy blues, and lucent greens are the current success of the Ballet Theatre's new "Aleko."



AMÉDÉE OZENFANT

Amédée Ozenfant, long famous in Paris as an editor, theorist, and painter, is now in New York, painting his famous still life in warm clay colours, with tones much like those of Juan Gris. Born in Saint Quentin in 1886, he founded Purism in 1918 and abandoned it in 1925, edited *L'Élan*, and taught in both London and Paris, thereby influencing innumerable artists with his religion of impeccable technique.

A prophet of painful discipline, with a lifetime training and respect for classicism, he has paintings in many museums and private collections. Now he is teaching, and painting the only subject in which he has been interested for the last ten years—still life, quick with his lively talent.

MAX ERNST

Max Ernst, long part of many of the pioneer art movements on the Continent, is now in New York, painting his dark and moody explorations into man's Freudian backgrounds—paintings so detailed that they often resemble embroideries.

Born in Cologne in 1891, he has been an illustrator, sculptor, Surrealist painter, inventor of *frottage*, and a founder of Dada-ism. Now after living successively in Berlin, Paris, and a concentration camp, he is the central figure here of a coterie of Surrealists. His wife, Peggy Guggenheim (at the right in the accompanying photograph), has just opened her amazing gallery, "Art of the Century," with paintings of twentieth-century pioneer art, including Ernst's painting, "The Little Tear-Gland That Says Tic-Tac."

FERNAND LÉGER

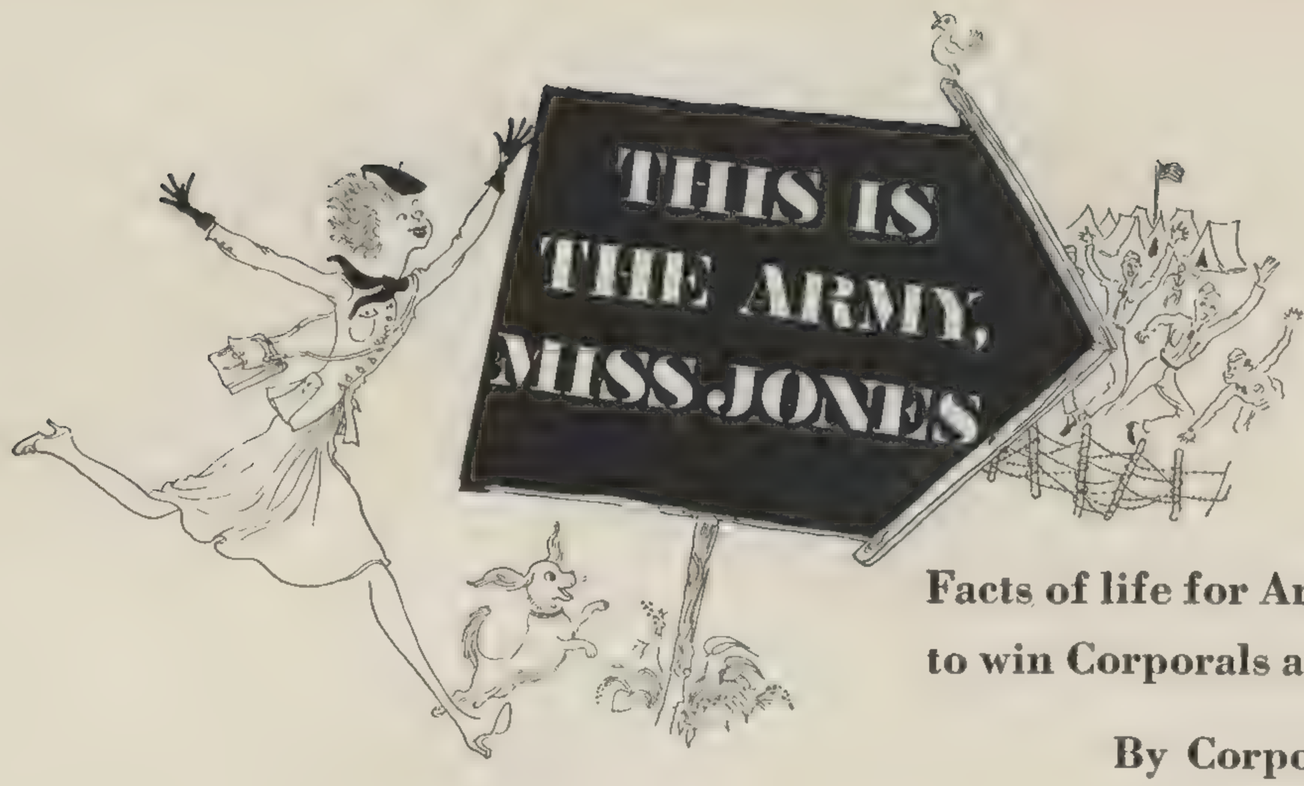
FERNAND LÉGER is working in this country, painting his decoratively brilliant machine forms mainly in strong, brilliant yellows, greys, and blacks. Born in France in 1881, Léger fought in the French Army in 1914, founded, with Picasso and Bracque, the Cubist School, and later collaborated on the historic abstract film, "Ballet Mécanique."

While he waited on the Marseilles beaches in 1940, he saw the confused bodies which led him to paint his recent series, "Man and Space." Now he has just had two one-man shows, his paintings are in leading museums, and he uses, in his paintings, "the machine as other artists have happened to employ the nude body."

HORST

Wendy Barrie
and Corporal Hargrove

Army advice.... Here Wendy Barrie is told the facts of Army life by Corporal Marion Hargrove, whose book, "See Here, Private Hargrove," is amusing America. Wendy Barrie, of "The Saint" movies, wears a navy-blue suède hat, a navy wool box-coat, a grey flannel skirt. Peck and Peck; I. Magnin. Mark Cross bag



Facts of life for Army Guests . . . or how to win Corporals and influence Colonels

By Corporal Marion Hargrove

EVER since the day that the first draftee departed for the Army, leaving behind him a lonely true-love, soldiers' girl friends have been struck with the brilliant idea of paying a surprise visit to their loved ones at camp. Surprising men rarely pays. Surprise visits to Army camps, romantic as they may be, simply aren't practical. Visits to soldiers are things to be studied, planned, and heralded step by step.

Before any visit is planned, there are two things that must be checked. The sweetheart, wife, or parent must find out how busy her soldier will be, lest she pop into camp to find that he left for three weeks in a bivouac area. Then she must find out how busy the guest-house will be, lest she arrive to find no place for herself.

Of course, if the man you plan to visit is an officer with hardware on his collar, you might as well stop reading here. In that case, the facilities of the guest-houses aren't available to you at all. They are for the guests of Privates, Corporals, and Sergeants. (Officers' guests can find accommodations at the officers' club.)

Guest-houses are two-story buildings where we enlisted men house our guests. They have no private rooms, no rooms with private baths, no room service. This is the Army, Mrs. Jones. Although you will share a room with someone else, the hostess will try to make these arrangements as congenial as possible. Young wives are roomed together, girl friends together, mothers together. It isn't bad.

DON'T plan to stay too long. In most cases, the decision isn't up to you, as most guest-houses have a three-day limit, which they are strict in enforcing. It takes an emergency and a note from the post Commander to get them to extend it. The hostesses don't like long visits, because of their waiting lists, and the Army doesn't like them because of the wear and tear on the soldier. No man can do his best work when he's thinking only of seeing his girl at the end of the day.

It should be fairly apparent that almost as much as your soldier wants to see you, he wants to show you off to his military comrades. It is inconceivable to the smitten soldier that anyone else in his organization has a girl half so beautiful or so charming as his, so he wants to impress his fellows mightily with you.

For the lucky soldier and for his impressionable companions, therefore, the visitor's dresses should be Feminine—and should be dresses. It is a highly unusual soldier who wants to see his true-love traipsing around the reservation in a pair of slacks, no matter how much you think that slacks flatter you. At most posts, shorts are prohibited, thank God.

WELL, that's settled. But we still haven't left for camp. Before you leave, check with your soldier on the transportation from your home to the camp town, and from the town to the camp. If he is to meet you in town, at the bus station or the railroad terminal, don't get tired of waiting for him after ten or fifteen minutes and decide to go out to the fort. When he is to meet you, you can be sure that any waits are for military reasons and that he's on his way to town at the moment. Just wait.

If he isn't to meet you in town, arrange your schedule so that you will arrive in camp sometime between the dawn and the twilight. For all practical purposes, the Army goes to bed at nine o'clock. Arrive after nine, and you may find yourself alone and friendless, with no idea of where the guest-house is, or where your soldier is stationed, or how to get in touch with either.

When you arrive at the guest-house—or at the Service club, which is usually next-door—don't set out to find your soldier yourself. For a civilian, this is almost impossible. The director of the Service club will do all this for you. She will also show you to a seat and advise you to relax.

At this point, it will gradually and painfully dawn upon you that the Army has made a few changes in the rôles of the awaiting and the awaited. This time, you're waiting, and he's late. You might as well get hardened to the realization that he will come when his Top Sergeant says he may, and not before.

Concerning your receiving your soldier at the guest-house, there are certain rules and regulations which time can not wither nor custom stale. But don't get the mistaken idea that visits to Army posts are matters of military regimentation and restriction. The rules are simple and tolerant. The hostesses are very nice people to know. You'll find them capable and efficient, but at the same time friendly and anxious (Continued on page 79)

WAR ON NERVES

Six great strains on war emotions . . . and six suggested cures

By H. A. Overstreet

[EDITOR'S NOTE: *Dr. Overstreet, an impressively calm man, looks like a banker and speaks in the measured terms of a jurist. For many years, he has been the head of the Department of Philosophy and Psychology of the College of the City of New York. A leading educator, his psychological teachings always have deep philosophical interpretations.*

Educated at the University of California and Oxford, Dr. Overstreet is the author of many books on psychology, a lecturer who has travelled throughout America. He has spoken to educators and working men, to public forums and civic groups, acting as psychological consultant to all kinds of educational and public groups.]

AN experience for which none of us has been trained, war bewilders us in the very centre of our emotional life. Just as war requires sound emotions, courage, determination, sureness of aim, and devotion, it also creates terrific strains tending to shatter our civilian nerve strength. Six major strains are war-created. Here they are—along with some suggested aids.

1. *The strain of choice.* This is unprecedented for those of us not in the actual fighting forces. If we are actually fighting, there is at least the satisfaction of knowing what we have to do; orders are orders. If we are not fighting, we often are faced with a dozen choices—our part in the war, our incomes, our provision for the future, quick wartime marriage, wartime marital separations, education, the future of the children: which way, which way?

2. *The strain of emotional ambivalence, or the clash of contradictory feeling.* We are divided selves. Powerful inner voices cry out against the war and its beastliness, and yet equally powerful voices cry out that we must go through with the beastliness if the decencies are to be saved. This inner conflict creates a burdening sense of guilt.

Although all of us want the United Nations to win the war, too many still want it won for our own political party, or, much worse, for our own interests. It is this intellectual and moral confusion that heightens our emotional tensions, making us still a happy hunting-ground for the more subtle forms of Axis propaganda.

3. *The strain of feeling too small against the immensity of the war.* There is no more unhealthy mental condition than to feel that the fate of all of us depends upon matters too huge for us individually to cope with. It is, of course, different when we are in immediate danger. To their amazement, the British discovered that there was no marked increase in psycho-neuroses in the bombed areas. When you have to extinguish a bomb, you extinguish it. But when there is no bomb, but only an impalpable doom lying over you like a thick veil, you don't act, you brood.

Many of us, out of harm's way, concentrate on the horrors of war. We read of persecutions, starvations, killings; or we see these in the movies. "I don't know why I go to see those things, I cry all night," one woman said to me. This gave her a greater sense of guilt at not being able to do anything that might really help. Sometimes, naturally, this concentration upon horror is a form of miserable self-indulgence, a fine wallow in emotion.

4. *The strain of worry about family at the front.* Such worry and fear are often communicable. A General overseas said recently that he wished all worrisome letters from wives and mothers could be barred, as they depressed the fighting men. Cheerful letters are what is needed.

5. *The strain of war work.* Wives are left to shift for themselves without the companionship of husbands. Some of the men go off to faraway jobs, some into the Services. Children are left without male influence, and women are being thrown more and more into women's company, drifting into the small, repetitive sociabilities, the little gossipings.

6. *The strain of sexual problems.* War, uniforms, and the imminence of danger play nasty tricks upon the emotions. A snap of the fingers at old-fogy destiny, a too swift yielding, and the pseudo-romance of war claims another all too bewildered girl. The essence of the sex difficulty rises out of the mixing together of two perfectly good things, neither of which has anything to do with the other. The two things are patriotism and love.

Some women in their confusion believe that it is a patriotic duty to be more than friendly. That is cloudy thinking. Patriotism demands sacrifice; but love must be kept on love's own level, or the patriotism defeats itself.

For, one of the reasons we are fighting this war is to keep the dignity of the human spirit. There can be no dignity in hyper-emotional surrender to the momentary glamour of war romance. When the romance is genuine, it is not for patriotism's sake. Only the Nazis urge that on their women. (Continued on page 91)

RAWLINGS · CONDÉ NAST ENGRAVING

Girl With a Red Beret

Bellini might have painted her, but he didn't. We photographed her here and now—in the hat of the hour—the beret. A red beret that she'll wear with her new black Chesterfield, her short satin dinner-suit, her flannel slacks, her tweeds, her furs. Flato clip. Hat and dress: Dobbs; Carson Pirie Scott; B. Forman. Max Factor "Pan-Cake Make-Up" and "Vivid Red" lipstick

RADIO COMMENTATORS

Heard but not seen... their imaginary portraits

PAINTED BY FREDERICK SIEBEL

Raymond Gram Swing

Gabriel Heatter

H. V. Kaltenborn

The same three Radio Commentators as they are, on the air and off-guard

KAHAN

Gabriel Heatter

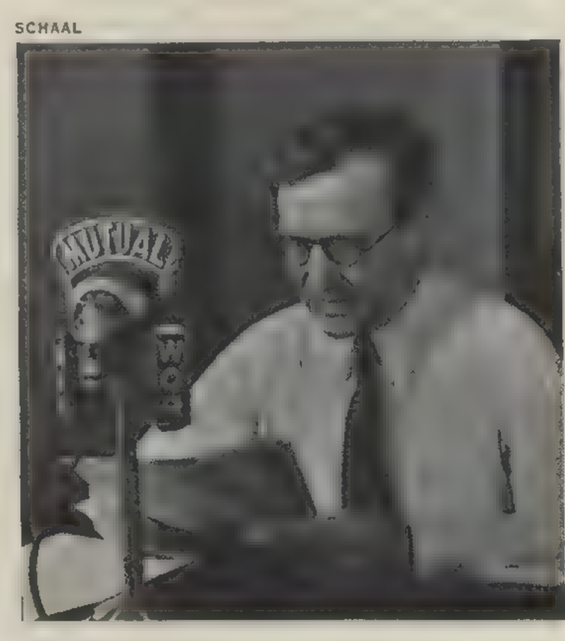
Frederick Siebel, when he painted the imaginary portrait of Gabriel Heatter on the opposite page, imagined him as radio's Voice of Doom, asking, while lightning flashes and the walls rock, "Will Stalingrad hold?"... "Have you shaved today?"

Actually Gabriel Heatter is the Minor Prophet of elderly ladies who get a refined revival meeting thrill out of his talks. If Raymond Gram Swing's broadcasts are propped on scholarship and H. V. Kaltenborn's on experience, Gabriel Heatter's are on emotion. His stocks-in-trade are the dramatic pause, a flair for saying "Lie!" and "Ah!" with awful force, and the indispensable phrase, "Time alone will tell."

What he lacks in information, he plugs up with adjectives, usually three in a row, like "long, bloody, costly." His cosmic glue has put him in the first fifteen of the Crossley rating—the only news analyst ever to make it.

Fifty-two years old, big and sallow, looking like an insomniac, old-style French politician, Heatter has been in radio for ten years. He was born in New York and began working as a copy boy on a Brooklyn paper, breaking into radio when he was asked to read over the air an article on socialism which he had written for *The Nation.* He moseyed along after that, doing stunts like interviewing sand hogs in the Hudson Tube until the night of April 3, 1936, when Bruno Hauptmann was executed. That night, Heatter ad-libbed for fifty-eight minutes— (Continued on page 81)

SCHAAL



Raymond Gram Swing

In the mind of the artist, Swing is a gentle, remote, wise, and scholarly uncle, patiently peering at his charts, then interpreting them without any display of verbal histrionics.

Actually, Raymond Gram Swing is a scholar. His friend, John Gunther, said of him: "He has mental biceps." They're kept in shape with brutal workouts—before he makes a statement, he goes through a grind of checking with maps and statistics; he is precise to the point of pickiness. This habit of intense concentration sometimes annoys his friends—when he is absorbed, it's impossible to pry him out.

There are three other reasons why Swing makes people uncomfortable. He has a deadly habit of analysis—a classical poker player, he sizes up news and character the way he does a poker hand. He has a clocking mind, never varying his broadcasts by three seconds. And he is maddeningly honest.

At fifty-five, Swing has twelve years of broadcasting and twenty-one years of newspaper work behind him. When he was the twenty-year-old editor of a weekly paper in small, smoky Orrville, Ohio, he confidently intended to become a Congressman. His health slumped in 1912, and he went to Berlin for a rest because he could listen to the best music there. Conveniently near when the Berlin correspondent of the *Chicago Daily News* left his job, Swing took over the work.

The story of Swing and radio is more British than American. In 1925, when he (Continued on page 81)

RAWLINGS

H. V. Kaltenborn

The artist has imagined Kaltenborn as a schoolmaster, wearing a tight collar and making precise, pedantic remarks in a Victorian parlour, while he holds a birch rod behind his back.

Actually, Kaltenborn is like a ruddy, nineteenth-century German burgomaster—in his efficiency, his thick tweed coats, his burly humour, and in the pedantic polka of his speech. His broadcasts are shaped by his philosophy of pragmatism, a stout, Teuton practicality which he got mostly from Professor William James at Harvard.

Elmer Davis, probably the man who knows him best, said, "Mr. Kaltenborn's distinguished work during the Munich crisis established him as a pioneer and founder. He put commentators on the map." Kaltenborn is dean of his profession, and thrives on his dean-ship.

Sixty-four years old, he has twenty years of radio behind him, with experiences that would have filed down a less aggressively healthy man. He started, stodgily enough, in the building material business in a jerkwater Wisconsin town. Since then, he has been a Sergeant in the Spanish-American war, a travelling salesman in France, a captive of bandits in China, and tutor to Vincent Astor. He made Phi Beta Kappa grades at Harvard, while doubling up with a job as reporter on *The Brooklyn Eagle.* Twenty-nine years later, the Munich Peace established him in radio, in an authoritative position almost equal to that of *Webster's Dictionary.* He tells what these experiences have (Continued on page 81)

They Were Belles

Reveries and Rhapsodies Over a Fan-Full of Endearing Enchantresses

By Frank Crowninshield

FIVE hundred years ago, François Villon, the vagabond poet (then momentarily out of jail), composed a dirge for the Belles of long ago; for Venus, Artemis, Campaspe, Phryne, and other sirens similarly equipped to devastate the male.

But since, greatly to Villon's regret, the wind has blown them all away, I am tempted to essay a hymn to the enchantresses who, fan-wise, smile out so engagingly from these pages and whose ability to captivate men (not Adonis, Endymion, Alexander, and Hyperides, perhaps, but the quite as ardent gallants of my own day) was every bit as miraculous and unfailing.

While Cyprus, Cnidus, and Mitylene could together produce but a handful of authentic Venuses, New York, some forty or fifty years ago, managed single-handed to better their score a hundredfold. For it was always possible, along the reaches of Fifth Avenue during the gamut of the 'Nineties, in some vaulted and gilded ballroom, say at Mrs. Henry Sloane's, Mrs. William Astor's, Mrs. W. K. Vanderbilt's, or at any of the Assemblies or Patriarch's, to behold such a profusion of gleaming arms, alabaster skins, swan-like necks, chiseled brows, and rounded bosoms as would provide Goddesses for an entire mythology.

To learn, from some vagabond poet, that Phryne's skin had a curious way of picking up the light and turning it to gold — a phenomenon noted by Apelles and Praxiteles — can hardly surprise those of us who remember the Golden Horseshoe, before the century turned. For it was there, in only slightly separated loges, that Mrs. Gould, Mrs. Astor, Mrs. Gibson, and Mrs. Mackay — two of them, alas, no more! — performed, on every Monday evening, precisely the same feat of dermatological magic.

But it is time, in greater detail, to consider our fan-full of incendiary Belles (six of whom have, happily, survived) since, (Con'td. on p. 77)

1. Mrs. George J. Gould: She was Edith Kingdon, of Brooklyn—a famous actress of the 'Eighties—a dark, radiant beauty.

2. Mrs. Grover Cleveland: When she was twenty-two and beautiful, she captivated and married the President, in the White House.

3. Ethel Barrymore: She was a belle and charmer of the rarest order. At twenty, she was the rage of drawing-rooms in London.

4. Alice Longworth: The witty, gay, lovely, unpredictable daughter of President Theodore Roosevelt—long the belle of the country.

5. Maxine Elliott: A beauty of the classical order; with dark hair and flashing eyes, she was a glamorous figure for fifty years on two continents.

6. Mrs. Clarence Mackay: Eager, interested, sympathetic, and darkly beautiful, she was long a vitalizing influence in American society.

7. Mrs. John Jacob Astor: Now she is Lady Ribblesdale, but in the 'Nineties she was the greatest and most admired beauty in New York.

8. Mrs. Charles Dana Gibson: The original Gibson Girl, she was Virginia's most indubitable belle, lovely and diverting.

9. Frances Belmont: Now Lady Ashburton, she was the belle of the Florodora Sextette, the wittiest, most engaging chorus girl of the century.

LOFMAN

Friday

10 P.M.: Reunion at Lane. No cover, no minimum for men in uniform

Week-end Leave for Under Twenty Dollars

It doesn't take an Admiral's pay to "do" New York on a week-end leave. In fact, you can spend three pretty colourful days on a twenty-dollar bill - and have change left over. And just to silence skeptics - we don't mean Friday night in the Public Library, Saturday at the Aquarium, and Sunday dinner at the Automat (although the latter isn't a bad idea).

This twenty-dollar week-end includes Larue and Café Society and a football game and "21" and the theatre and the St. Regis and bowling and tea at the Plaza. Chances are if you suggested all this to your beau beforehand, he would either switch to that girl in Kalamazoo or resignedly borrow next month's salary up and down the company street or ship.

But it can be done - and attractively. The secret is His uniform. Plus a little judicious groundwork done by you. New York is not out to fleece young Service men. On the contrary. Every one wants precious leaves to be relaxing and fun, and hotels and night-clubs cooperate to a heart-warming degree.

Only after quizzing a number of men-on-leave did we arrive at this week-end program. It's not arbitrary - you can juggle it to suit your tastes. Most of the men agreed that, when they first arrive, they like to see people - so on Friday, it's nice to have a few friends in for cocktails and a little dinner. We don't include this in the $20, since it is your or your family's money - not his. If this isn't possible, you can deduct dinner from the budget and cut elsewhere.

12 M.: Café Society, and Hazel Scott

The first stop Friday night - after dinner - is Larue. This is called New York's closest thing to the country club of smaller towns. It's always crowded with the young, there's much table-hopping, much cutting-in on the dance floor. No minimum or cover charge here - and a 15% discount is allowed those who bear a card from the Officers' Service Committee in the Commodore. Your cheque here will be about $3.25.

Next - a little pub-crawling. Men unanimously admit they like hopping from place to place. But, usually, that runs into money: taxis, tips, hat checks. Staying in one place is kinder on the bank-roll. But we offer a compromise. Walk the two blocks from Larue to Café Society Uptown and catch the midnight show starring Hazel Scott - one of New York's most talked-of entertainers. (Continued on page 84)

Continued on next two pages →

Saturday

2.15 P.M.: Baker Field for the Columbia-Maine game

6 P.M.: Cocktails at "21"

Sunday

2 P.M.: After lunch, the funnies

4 P.M.: Bowling at an uptown alley

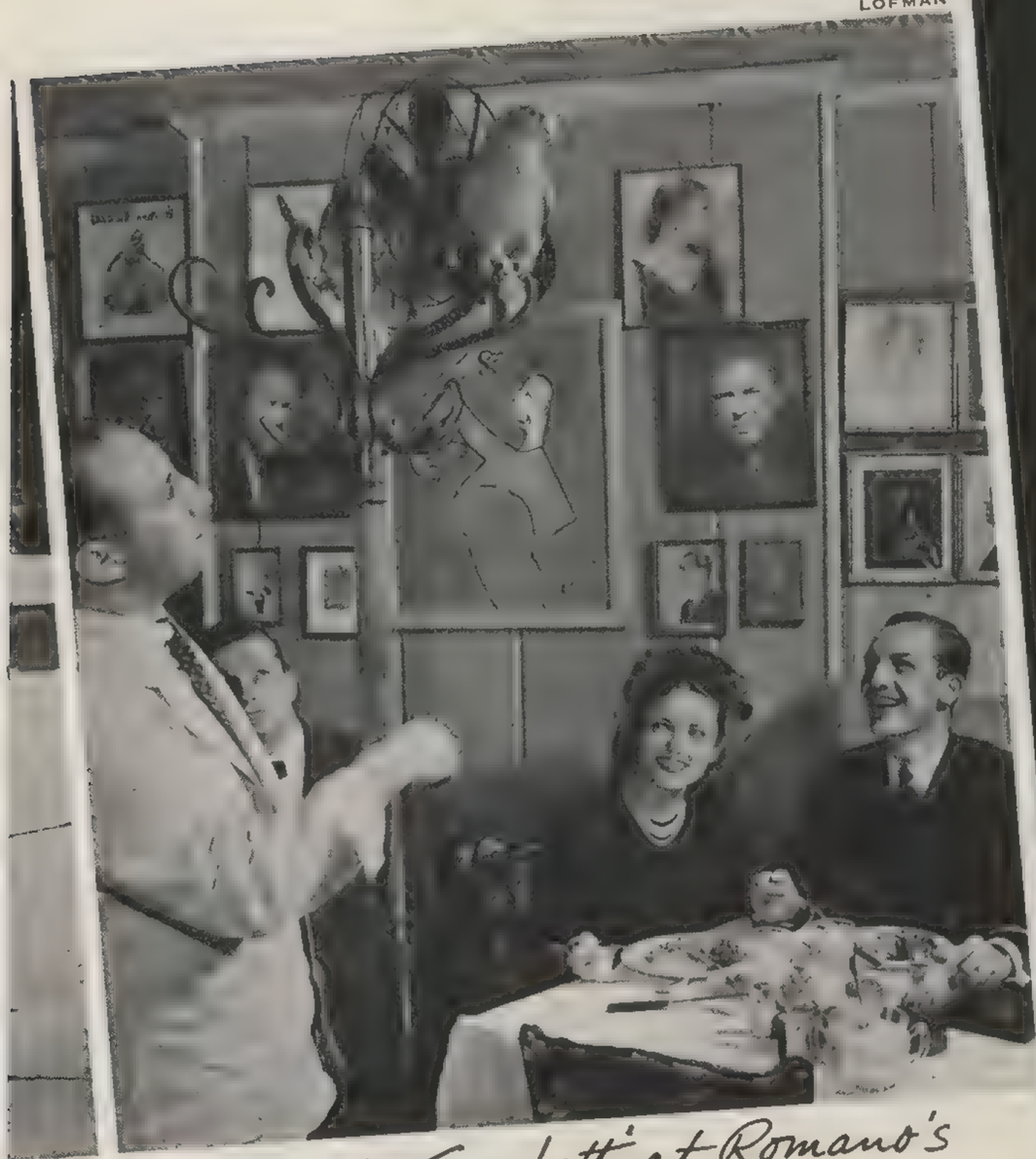
6 P.M.: Tea at the Plaza

8.45.: Curtain-time at "Show Time"

12 M.: Waltzing at the St. Regis

3 AM.: Pie and milk at the Automat

LOFMAN



7.30 P.M.: Spaghetti at Romano's

9.15 P.M.: Pennsylvania Station – last stop

Are you attractive to WOMEN?

Twenty-five questions, sir, to put you clear on where you stand

By Ilka Chase

REALIZING that every male in the land between the ages of eighteen and sixty is currently absorbing a daily questionnaire along with his vitamins, we offer herewith an extra helping, a kind of an emotional I.Q. We trust, gentlemen, that you will do some honest soul-probing, and rate yourselves with the integrity befitting members of the Armed Forces of this great nation.

The armed part has a good deal to do with it because while you are away bearing them, feminine America must makeshift with only the memory of you and your qualities—shortcomings, foibles, and virtues will loom large in the hearts of the girls you leave behind. Whether you are to rate as heel or hero is up to you. If, when totting up your score, you find you are lopsided with nasty little traits repugnant to more discriminating ladies, it may seem worth your while to achieve a happier balance. It isn't hard to do; a woman in love is lightning-quick to forgive, and if, somewhat to your amazement, you turn out to be Sir Galahad with sex-appeal, you can march peacefully off to the wars belaced like a Valentine in cherubs, roses, and tender sentiments.

1. Do you like women in uniform?

2. In an argument with your girl can you think of a comeback other than "You're crazy"?

3. Do you tell half truths? Do you say, for instance, that you are dining with Donald Dufflebag, which is true, but neglect to add that two little numbers are coming along?

4. Do you remember to say, "Darling, I love you" every hour on the hour, or at least three times a day? (Cont. on page 92)

RAWLINGS

Are you attractive to MEN?

Twenty-five questions, lady, to put you clear on where you stand

By Paul Gallico

EVER alert for opportunities to assist and educate its clients, this public-spirited pamphlet has devised a charm barometer, a game by which female readers may determine at once why it is their anterooms are always ankle-deep in orchids, and their telephones ringing overtime.

Conversely, ladies who can barely manœuvre an invitation for an ice-cream soda from the knock-kneed boy with the weak eyes and flat feet down the block who was rejected by the Draft Board, while the other sisters march off on the brawny arms of the Army, the Navy, or the Marines, may acquire some hints hereinafter as to what might be the trouble. So as not to offend tender susceptibilities, these hints are delivered with all the delicacy of an eight-ton pneumatic trip-hammer.

1. Do you wear your clothes, or are you involved in a constant wrestling bout of supremacy over them, pulling, hauling, hoisting, twisting, twitching, reaching, stretching, pinning, straightening, and readjusting?

2. Does your slip show?

3. Do you ask the guy with you, "Do you love me?" every hour on the hour?

4. Do you wear V pins, V charms, V hair-dos, or do you prefer the American flag in rubies, sapphires, and diamonds, aviator's wings, or the Four Freedoms done in pearls and platinum as a hair ornament?

5. Do you wear a hair-net?

6. When you go out on a serious date, do you wear soft, simple garments stressed for a minimum of eighty pounds' pressure, or do you run to hard (Continued on page 93)

CECIL BEATON

The President of the Portuguese Republic
General Antonio Oscar de Fragoso Carmona

General Carmona, a former cavalry officer, looking, in his stove-pipe trousers, like an illustration by Constantin Guys, has been President of Portugal for fourteen years. Backed by Portugal's strong man, Dr. Antonio Oliveria Salazar, the President now has almost the same prestige and security as a ruling sovereign

"ALL OF THIS I SAW"

From Portugal to the Middle East—politicians, fighters, kings . . .

By Cecil Beaton

[EDITOR'S NOTE: *For the British Government, Cecil Beaton went to gather information, and take photographs in Libya, Egypt, Iraq, Iran, Palestine, Transjordania, and Portugal. He went on official business, but he still had a chance to talk with politicians, beggars, church patriarchs, children, kings; to see palaces, museums, and beautiful, broken ruins. Everywhere he went, he snapped pictures, kept this diary, the quick, probing record of what he saw on this trip for the British Ministry of Information.*]

SOMEWHERE *in North of England.* We were taken out in a launch to what seemed, in the pearly Whistlerian haze of the first spring day, to be a craggy, theatrical-looking coast-line with pointed white precipices surmounted by a fairy-tale castle. It proved to be the vast, camouflaged warship that was to be our home for the next weeks at sea.

Once on board ship, the element of time ceases to exist; as the days fade into one another, the sea becomes bluer as the sun's rays become stronger. Soon one finds oneself part of a new routine—doing exactly the same habitual things at the same time and places each day.

A submarine is sighted, depth charges dropped; a conning-tower seen for a moment; it is possible that the U-boat may have returned, badly shaken, to its base—but... The ship's company now appear in tropical white kit. Flying fish are seen. The presence of an enemy armed cruiser is reported—our course is altered again—false alarm.

A signal arrives for the Captain and the Commander.

"You will arrive day after tomorrow at 9000."

The convoy manœuvres into position for entry into the harbour. Through the scuttles at breakfast, we see a pale, misty strip of land floating by. Land! Natives, incredibly black, in spear-like canoes, come alongside to sell—of all magic things—bananas.

Ashore. The native women, carrying mountains on their turbaned heads, walk with downcast eyes, or sideward glances, and the dignity of a Queen. The audacity of their clothes is something even Paris could never have attempted. Colours effortlessly brought together that are intuitive achievement or artistic genius: dark liver colour, forget-me-not blue, indigo-blue, crimson, black, and lemon-yellow are some of the dyes chosen for their noble draperies, printed in Manchester, with designs of cricket bats, Red Cross ambulances, parachutists, winged hearts, or sewing-machines....

We fly over the coast; from this height, the tropical trees are like a carpet of Irish moss or spinach....

Still we fly over an empty surface of sand and blue rubber that stretches without life to the distant horizon....

Cairo has no feeling of season. The year passes in a continuous glare of sun. Do the trees ever lose their leaves?

It is slow work "getting to grips" here. In this furnace, I am robbed of physical and mental energy—yet can not (Continued on page 86)

Cairo native quarter—ringed by the domes of mosques and by minarets

At Baalbek—famous Roman ruins slowly crumbling in the Syrian sun

The Royal Palace at Queluz, near Lisbon, its gardens, its plumed sphinxes

More photographs on next two pages

I saw fighting men, statesmen, priests, kings . . saw palaces, shrines, and temples

Fighters of Colonel John Bagot Glubb's Arab Legions, with Cecil Beaton, centre. Colonel Glubb is the new "Lawrence of Arabia"

The Dome of the Rock, famous Jerusalem shrine—on it, British nurses and soldiers

Seven-year-old King Feisal II. of Iraq, in his palace at Baghdad

Vice-Admiral Botelho de Sousa, Chief of the Portuguese Naval Staff

Shah-in-Shah Mohammed Reza Pahlavi, King of Iran, and his Queen Fawzieh

General Casimiro Teles, Chief of the Portuguese Legion, or Home Guard

His Beatitude, Timotheos, Patriarch of Jerusalem, head of the Holy Orthodox Eastern Church, and of its various branches in Jerusalem

Archbishop Louis Barlassina, the Latin Patriarch of Jerusalem, most important of the Patriarchs in union with the Holy See

CECIL BEATON

Condessa da Rilvas, a fragile figure dressed in black bombazine, lives among the jumbled acquisitions of a lifetime, is Lisbon's famous friend of homeless waifs

The Cardinal Patriarch of Portugal, Manuel Concalves Cerejeira

The Emir Abdullah of Transjordania, on the steps of his palace at Ammon

Condessa de Torre looks out over the court of Fronteira, her house near Lisbon

The baroque Royal Palace at Queluz, pink and pistachio-green

If you're following your husband from camp to camp, base to base—here's what to take; even more vital, what to leave. Tips, too, on making temporary quarters cozy

WHEN asked what household effects she thought camp-following Service wives should take with them, one Navy wife answered, a trifle grimly, "Nothing." (She was a veteran of four movings; her china had been reduced to débris, her linen had succumbed to sulphur-water.)

Most of the nomadic Service wives we questioned on this subject were less sweeping. But they all agree on one point: Travel light. Don't feel you have to take the entire poundage your husband is allowed, which rises with his rank. Take only things that pack easily, survive Army and Navy shipping and handling, and really count for something in comfort or pleasure.

A beloved painting, a portable gramophone, may fall into this class. To brighten rented rooms, one Army wife takes her silver picture-frames and ash-trays (and cleans them herself). Another clings to the luxury of an electric toaster, percolator, heating-pad, even in a hotel room in Spokane.

MANY landlords object to having you paint rented furniture. Or, if you buy furniture at your destination, you'll probably decide to buy it unpainted, and just leave it that way. (It'll be much easier to resell, when you leave.)

• So—slip-cover everything. Hide shabby, ugly, or just uninspired furniture under bright flower-splashed materials, or plain fabrics piped in strong colours. Slip-cover the head and foot of that elderly, knobby iron bedstead.

• If you have any bolts of material, squares of velveteen or coloured felt, take them along. Or ransack local stores for cheerful, washable materials: Indianhead, ratiné, heavy dress-goods, sailcloth, inexpensive cottons and linens.

• Bedspreads are important. One Army Sergeant's wife, stationed at Quonsett, made hers of practical dark-blue heavy linen, with a white ruffled edge that snaps off for washing. A wonderful thing to take, if you have it, is a gay patchwork quilt.

Slip-cover a humble iron bedstead

Paper a wall with flower prints

HANG unlined curtains at your windows, and be sure to allow plenty of hem so you can use them in your next domicile, too. The same Quonsett wife made charming ones of inexpensive white percale, with pink rosebuds.

• Make a valance out of beaverboard, and paint it white or green or any colour you like. You might paste on a border of flowers cut from scraps of chintz.

• If you're in a coastal area, you'll probably have to have black-out curtains. One Navy wife, living at Virginia Beach, edged her curtains with snapper tape on the inside. Then she bought rectangular pieces of black sateen and edged them on three sides with snapper tape, so they can be snapped on at night, taken down in the daytime. The fourth side comes well below the window-sill to cover cracks.

• There may be objections to picture-hanging in your new quarters. If so, take along some decorative maps, and put them up with tacks or Scotch tape.

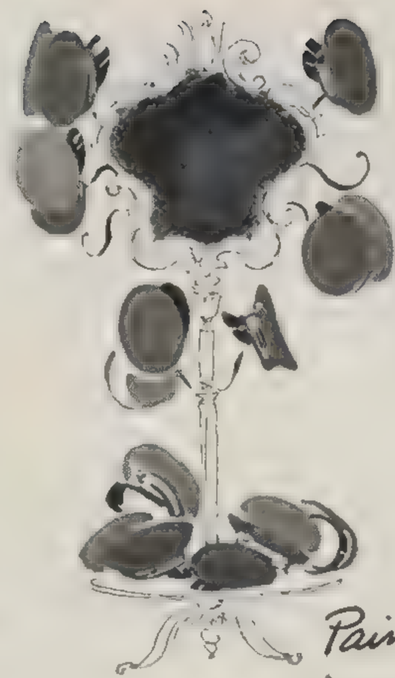
• Another idea is to buy a sheaf of inexpensive flower prints, have them framed in passe-partout, and paper one wall of your living-room solidly with them.

If your living-room and entrance-hall are one and the same thing, buy an old-fashioned hat-rack, paint it white, and have it near the door. It'll accommodate headgear that would otherwise clutter up tables and much-needed chairs.

• For a spot of colour in a bleak dining-room, one Navy wife has a wire plant-stand, painted white and banked with scarlet geraniums.

• On the floor, have bright-coloured cotton rugs, or cotton bath-mats sewed together; or have practical straw matting. (One girl uses that green imitation-grass matting you see in stage sets.) Or paint the floor, if the landlord is agreeable.

• One enterprising young Navy wife filled her living-room at Pensacola with shells, using them for lamps, ash-trays, flower-vases, and mantelpiece ornaments. Another girl bought glass lamps with paper shades at Kress's, and decorated the shades herself—with flower designs cut from wall-paper samples, or chintz odds and ends.



Paint an old hat-rack white

Tack snap-shots on a cardboard screen

If your living-room and dining-room are one and the same thing, buy a big white cardboard screen and use it to camouflage the dining-alcove. On the screen, tack snapshots, news pictures, or any gay addenda.

• A good way to cover up an unused or unusable fireplace is to screen it with chicken-wire, painted black; then train potted ivies to grow on the wire.

• To solve the Standing Room Only problem at parties, do as one Navy wife did: buy lots of unpainted wooden stools for around $2 apiece, paint them black, cover each with a cushion of different-coloured cotton—one purple, one pink, one lavender, one turquoise—and edge them with ball fringe.

• Another solution is to tie pillows or sofa-cushions together and use them as hassocks. (Take along all the odd, gaily-covered cushions you can, anyway—they have endless uses.) A chest of drawers, painted white, is a fine bar.

A navy wife made two attractive end-tables out of fibre ash-cans, turned upside down and painted black; she added glass tops, for elegance, and to provide more space. Metal cans, of course, are equally good if you can buy them—when you leave, give them to the local Scrap Drive.

• Move the most indigestible pieces of furniture out on the porch, and cover them with waterproof slip-covers. Or have second-hand wicker furniture on the porch, painted white. One girl covered her porch furniture with blue-and-white ticking.

• Paste snapshots all over the top of a little table, and cover it with glass or a heavy coat of varnish.

• For her dining-room chairs, one Army wife picked up odd lengths of chintz and covered each chair-seat with a different one—frankly mixing different patterns.

• Remember that a few pretty, very personal things make a vast difference. Silver candlesticks; your own lamps and cigarette-boxes; even your own ice-bucket.

Up-end two fibre ash-cans, lacquer them black

Mask a table with a floor-length cloth

On nights when you and your husband are dining alone, if the dining-room is a little on the dreary side, move the table into the living-room and have dinner in front of the fire.

• To save work (you may be doing all, or most, of your own) substitute flowered oil-cloth table-mats for linen ones; find some big paper napkins and have them initialled. Take all the electrical labor-saving devices you can. One Army wife lists an electric iron and a portable radio as "musts."

• Hide an undistinguished little table with a floor-length table-cloth of white eyelet-embroidered muslin, or bright-coloured felt.

• Make your house, however temporary, as charming as you can—not only for your and your husband's pleasure, but as an investment. One transient Navy wife, temporarily in Washington, spent $80 on her curtains and slip-covers. (This included material and the services of a seamstress by the day.) When she left, she sold them lock, stock, and barrel to the next people moving in, who were overjoyed.

Romantic about Men . . .

RAWLINGS

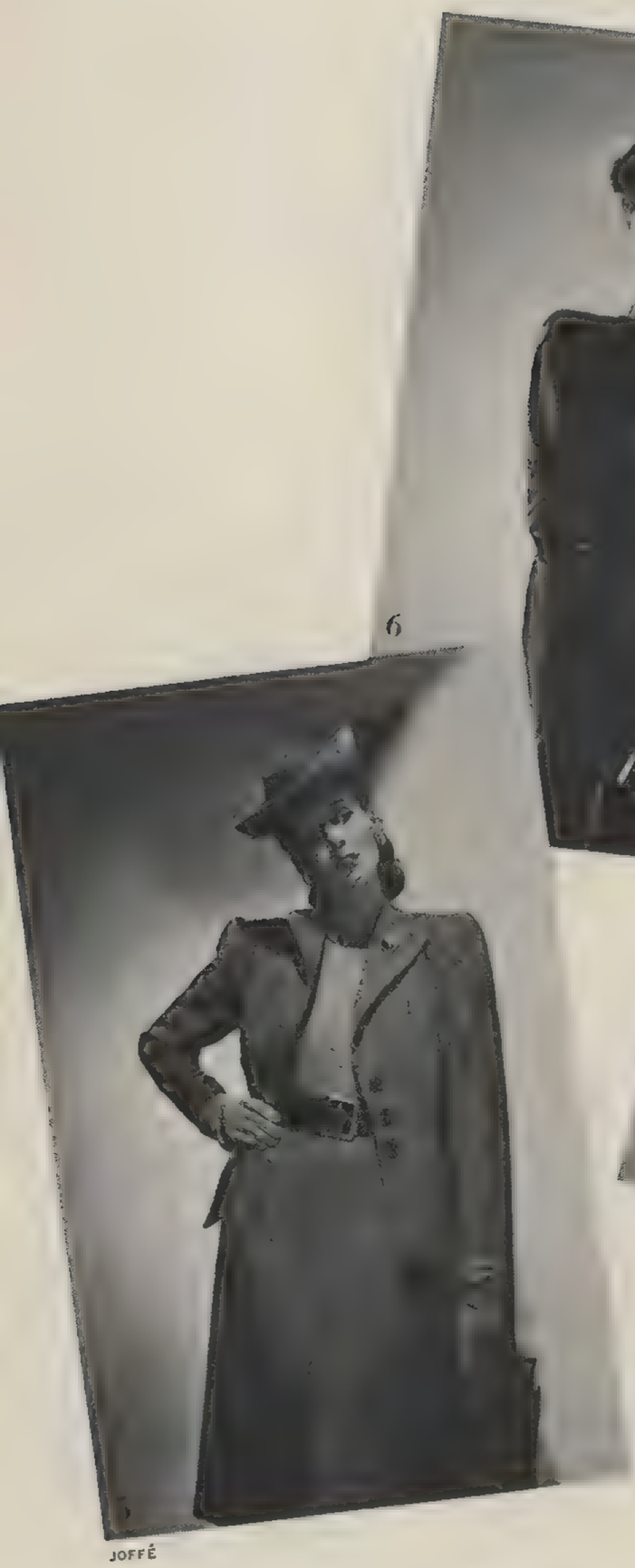
VOGUE'S poll among Service men led us to choose the clothes on this page...clothes which will please all of the men *some* of the time, and some of the men (the ones who decidedly prefer prettiness) *all* of the time.

1. Pretty long—romantic dress of pale blue English silk tulle, with iridescent sequins. Altman; J. W. Robinson.

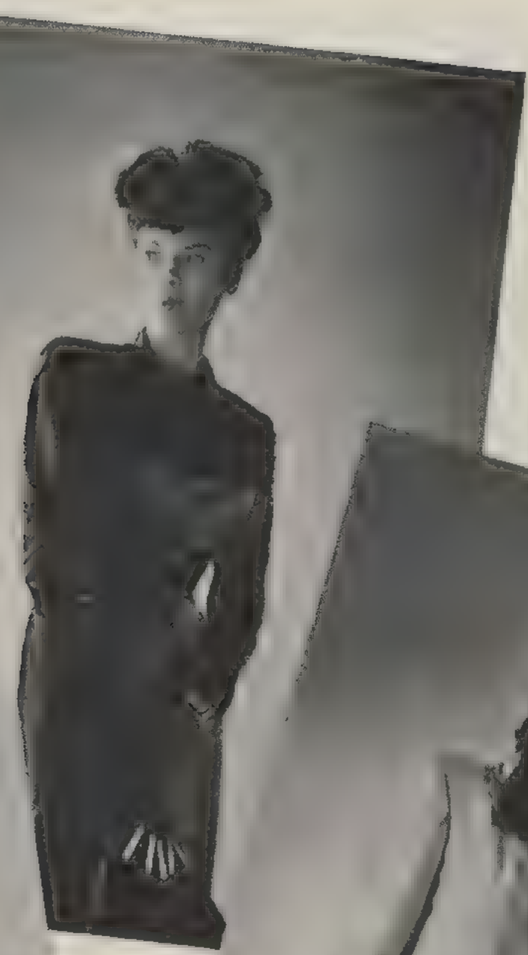
2. Pretty bright—eye-catching, head-turning orange wool; two-piece; $25. Black velveteen beret; $7.50. Best.

3. Pretty black—a flirt of a dress; rayon crêpe with a marquisette yoke and jet beads; $40. Saks-Fifth Avenue.

4. Pretty short—pretty sweet, too. Black Celanese rayon crêpe pailletted dinner-dress; $30. Young-Timers Shop. Silk net 'kerchief. All, Henri Bendel



JOFFÉ



RAWLINGS

VOGUE's poll among Service men led us to choose these clothes, too... clothes which will also please all of the men *some* of the time, and some of the men (the ones who decidedly prefer smooth smartness) *all* of the time.

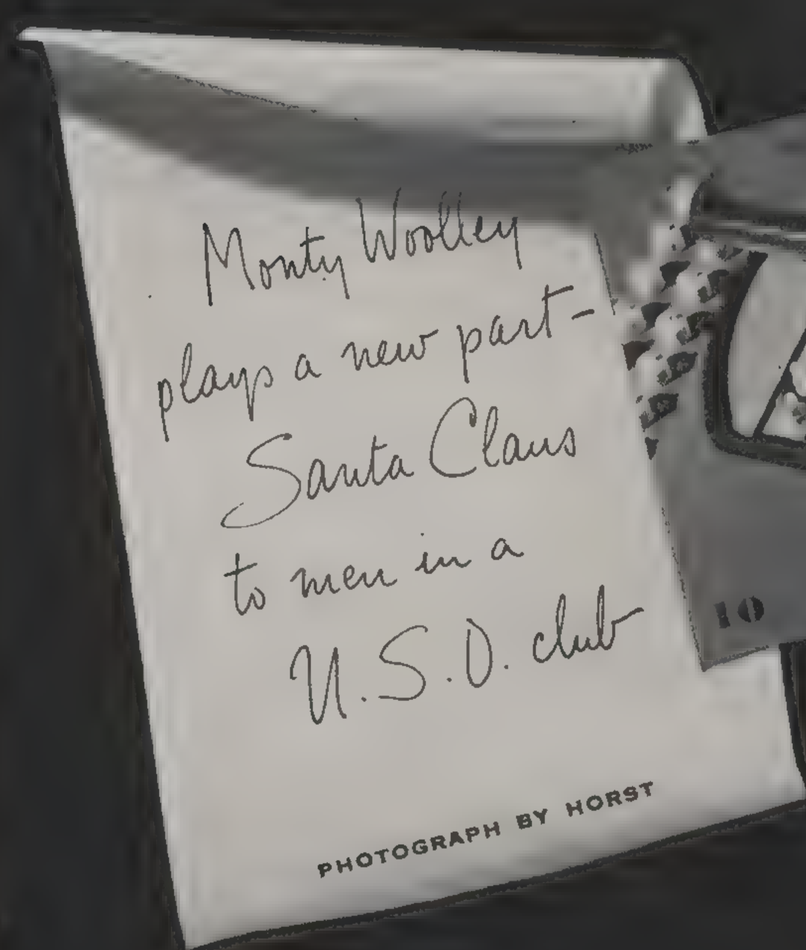
5. Smart walker—a go-everywhere suit of mustard-and-brown herring-bone wool tweed; $125. Mustard sweater and fedora, brown belt. Hattie Carnegie.

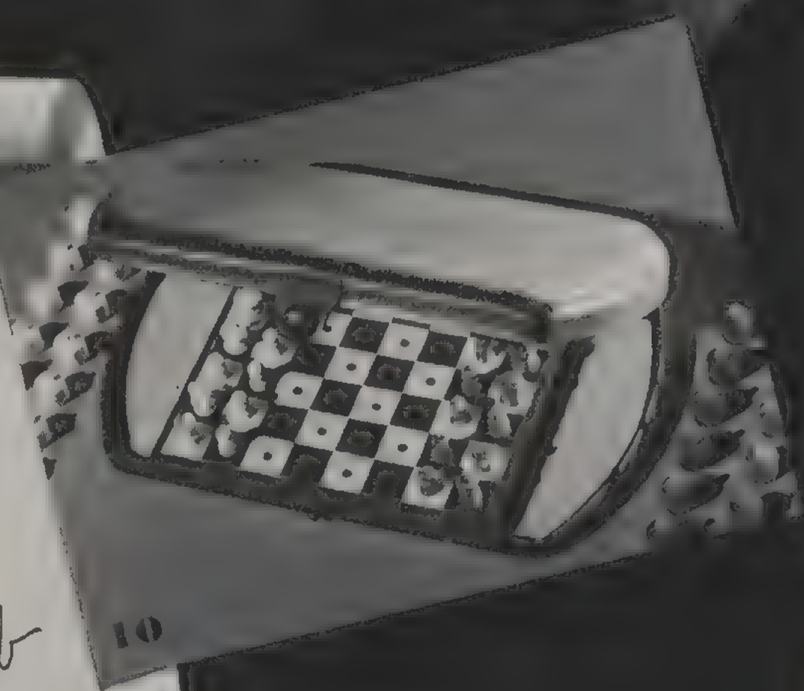
6. Smart dinner companion—short black Bemberg rayon satin dress (two-piece); $60. From Bonwit Teller.

7. Smart gallery-goer—two-piece dress of beige and black wool jersey; $40. Black-and-cyclamen hat. Altman.

8. Smart dancer—feminine *and* sleek, black Enka rayon crêpe, with net and jet. Bergdorf Goodman; Ransohoffs

Smart about Men


Monty Woolley
plays a new part—
Santa Claus
to men in a
U.S.O. club
PHOTOGRAPH BY HORST



To the boys, with love. To the boys whose package tags will read "Pvt.", "Sgt.", "Ensign", instead of "Mr." (Note: the U.S.O. approves of gifts like these.)

1. Frame-up...but a pleasant one. Pocket-size frame for two 2″ by 3″ photographs. Of gold-tooled Florentine leather; about $3. Bergdorf Goodman

2. Writing-case, complete with writing-pad, pencil, envelopes, and...a window for your picture. Stitched russet cowhide; circa $5. Bonwit Teller

3. Young duffel-bag...big-hearted enough to hold his shaving equipment, his et cetera. It's of washable yellow chamois. About $5. Saks-Fifth Avenue

4. Concise kit for his toilet articles...it folds and fastens securely. Of navy-blue canvas or leather-trimmed khaki. About $7.50. Bloomingdale

5. Neat trick for a neat man...a non-breakable mirror, tweezers, comb, nail-file—all in a saddle leather kit; about $1.50. Bloomingdale

6. On the record...a journal in which he can log his thoughts. Black morocco grain leather—flat enough to pocket; under $2.50. Arnold Constable

7. Billfold, plus, to hold his $50 per. Card-cases to hold his identification, or whatever. Of russet saddle leather. About $5. Saks-Fifth Avenue

8. An anti-demerit measure—this shoe-shine kit. Two brushes, saddle soap, polishing rag, paste polish, all in a trim canvas bag. About $3.50. Altman

9. Service man's "housewife"—complete, from scissors to buttons. Of saddle-coloured leather, it measures about 4″ by 5″. Circa $2.50. Lord & Taylor

10. Good move: a chess-and-checkers set...pocket-size for travelling. The pieces peg into the board. It's under $4. Abercrombie & Fitch

• For shops in other cities, see page 90

PHOTOGRAPHED BY JOFFÉ AT THE MUSEUM OF SCIENCE AND INDUSTRY

Tweed Renaissance

A FASHION can be news without being new; Vogue reports the news and the new. This is by way of a report. The appreciation of good tweeds is not new...but the tremendous countrywide demand for them is. Shop after good shop tells us: women are buying, wearing, loving good tweeds like these.

A perfume, too, can be news without being new—and this is a report and reminder about such a perfume. Lenthéric's famous "Tweed" is still the perfect perfume for tweeds...and for the kind of woman who knows and loves good tweeds.

ON THE OPPOSITE PAGE. Tweeds right for your wardrobe... right for town...right. Suit of mustard-red-and-navy-blue 100% wool tweed. Navy-blue Stroock wool fleece coat, lined with rayon fleece. Vera Maxwell designs. Blue felt hat. From Lord and Taylor; Scruggs-Vandervoort-Barney; Thalhimers

BELOW. Jinx Falkenburg—currently featured in the film "The Cover Girl"—wears here a black-and-white plaid Linton tweed coat designed by Creed of London; a detachable hood, lined in red. Bonwit Teller; I. Magnin; Weathered Misses' Shop

JINX FALKENBURG—IN TWEEDS

These Blessings

1. For That Purpose, a shirtwaist dress—much like the shirtwaist dresses you've always worn—but this one has an obliging drawstring at the waist. Make it of crêpe, in a small all-over print. Design Number 9253

2. Jumper-dress for two...it's a young idea for young ladies-in-waiting. Make it of wool or jersey for warmth... and for it, have several fresh, washable blouses. Jumper, "Easy-to-Make," No. 9477. Blouse, No. 9124

3. Hoodwinking dinner-dress with refreshing young lines —throat-flattering neck-line, adjustable waist-line. Try it of dark crêpe—perhaps black. It's Design Number 9543

4. Cover-up coat. Straight-hanging lines for a before-and-after coat. Make it, or have it made, of beige wool with badger; black with silver fox. Or, since its cut is so non-revealing, you might make it in a bright colour—one that will season your entire season's wardrobe, and no one will be the wiser. It's Design Number 8942

5. Sight-unseen in a wonderful two-piece dress. Note well the cut of the jacket—it's not a "telling" length, yet it's both comfortable and non-condition-advertising. Adjustable pleats on the jacket and skirt—quite an engineering feat. For it, try faille or wool. Number 9577

in Disguise

Designs for dressmaking

6. Boxy coat—a wonderful blessing-disguiser to wear night and day. Make it, or have it made, of tweed and face it with flat fur. Its straight lines are whittling-down lines. Good point: the boxy coat is a 1942 fashion point. This one—Design Number 9570

7. You-were-never-prettier than in a black dress-up dress... this one is a short view of the dinner-dress on the page opposite. Like it, the bow-trimmed neck-line is contrived to keep all eyes on your face. Like it, the waist-line is both adjustable and generous. Make it of crêpe or of light-weight wool; wear it now—and later.

8. Eye-catching white collar on a redingote-type dress (always a successful maternity dress). Make it of black crêpe with a white piqué or linen collar...you can wear it happily in town. Design Number 9373

9. White lie—white print on a pastel background to soften the outline of your figure. Contrasting yoke and collar; adjustable waist-line. No. 9469

10. Jacket and skirt for You & Co. The bias-cut jacket is a flat denial. The skirt has an adjustable waistband. Try making these of faille. "Easy-to-Make" jacket—Design Number 9445. Slimming skirt—Design Number 7609

• For back views and sizes of these designs, see page 96

This is How

EMELIE DANIELSON

DINNER FOR TWO. You and he, hands across the table. Make it a dinner he'll remember—candle-light, your prettiest china, a menu carefully planned, one of those good American wines. Table décor by Macy's Decorating Shop. Alvin sterling silver, "Bridal Bouquet"

to Feed a Man

Suggestions and recipes from the notebook of an entertaining man

By Sigourney Thayer

Mr. and Mrs. Sigourney Thayer's dinner-table, set with red-and-white Dresden china, old silver discovered in Paris, and a rare architectural centrepiece of glittering Baccarat glass

MOST men know what they want to eat, but few get it. I state this with authority, being in that happy minority of American husbands who plan, order, and supervise the family cuisine. On the Continent, where the man of the house often was the steward, husbands soon learned that good eating presupposed a knowledge of cookery. Alas, here, housekeeping is women's work, and American wives have a gift for unexciting menus which heartlessly ignore the peculiarities of male appetite. Ladies persist in providing Crabmeat Cocktails and Chicken à la King, both of them satisfying perhaps to the digestive juices, but gastronomically insignificant. Men prefer a bowl of soup and corned-beef and cabbage. And the woman who cares must learn to cater.

The keynote of home cooking is simplicity; the theme, variety. Short meals are best. The familiar trilogy—soup, meat, dessert—need never be tiresome. Soup must be two things—hot and thin. (Thickness bears no relation to bouquet, and suggests flour, an ingredient no soup and few sauces require.) The French call their epicurean Cream of Chicken, *Velouté*. It implies smoothness, a velvety *délice* to slide down the throat, not a porridgy thickness to gag on.

The art of the soup-pot, into which everything goes, is too long a story, so I will avoid any description of how stock is made. But the point is, even a meagre stock may be doctored into a rare soup. The magic of one such recipe is simple. Cut up raw carrots and at least one raw onion; shake a teaspoonful of curry-powder or mustard powder into your simmering stock. If it's dinner for eight, put at least six hard-shelled clams through the meat-chopper. Throw them, with their juice, into the pot, where they should simmer for at least an hour. As an added fillip, chop up the stems of a half-pound of mushrooms.

Remember now, (Continued on page 83)

On the Thayer table for luncheon—English china, spider-webbed lace mats brought from Paraguay, and Early American glasses

SEVEN CARDINAL ERRORS

...of Women with Men

Supernatural Good Sense: Being always right, logical, always efficient—it will make money, but it won't make men. They simply can't bear being associated emotionally with infallibility, even though it's long-legged, blond, beautiful, and blue-eyed.

Possessiveness: It's fatal, but it's hard to lick. A woman loves it, but for a man it's the first symptom of being trapped. And he won't be fooled by soft-edged inquiring, "Did you have fun last night, darling?" That's making a noise like a wife—and not one for him.

Sloppiness: The safety-pin in the skirt seam, grimy gloves, lipstick smudged on a tooth; he'll spot any of these, and never notice the new hat. Mental sloppiness is just as fatal, loose thinking, and super sentimentality...they'll sharpen his interest—elsewhere.

Showing Off: Since men are the experts at this, they'll immediately spot a second-hand dictum on politics, business, or religion. As for snobbish triumphs, romantic successes—they don't care, don't like, and won't hang around to listen.

Making Scenes: Proper pride, bad temper, or drink may be the cause, but from where he sits a scene is a horror, multiplied by the size of the audience. She'll get away with it once, but the second time he won't consider whether it's aimed at the waiter or at him.

Harping: This is a peculiarly matrimonial affliction, a souped-up nagging that shrivels his self-control. To build up a man's vocabulary smartly, there's nothing to beat a constant voice, repeating nightly, "I'm not complaining, darling, I'm merely stating a fact."

Ungentlemanly Conduct: To make a clean sweep of his old girls...don't dynamite, slander, or take sly digs. Sweetness and light about women will take any man by surprise. And loyalty to discarded beaux, though it won't please his vanity, is oddly reassuring.

...of Men with Women

Being a Door-mat: Acting pleasantly when she stands him up, claiming to prefer a percentage of her to nothing at all, being grateful for left-over seconds of her time. This is a kind of copelessness, like being ill at ease with strangers, that just plain bores her.

Complacency: Trying to patch up a quarrel by saying, "There, there, Beauty," as though trying to quiet a skittish horse, is like adding kerosene to a fire. And taking a dinner invitation as a tribute to his sex-appeal is a mistake...what with the current scarcity of men.

Sloppiness: The impetuous charm of rushing to her right from the office or the train is zero, if he arrives mussed and grimy, having to wash up *chez elle.* He's no more immune to the need of a hair-cut and manicure than she... and her eyes are usually open.

Male Condescension: Her job is as important to her as his to him. Just because it's his night on the town is no reason for her to appreciate being told, "They don't really make you come in at nine—take tomorrow off." She can't, she won't, and it makes her boil.

Conscious Charm: Patting his back hair at the sight of a new woman, making sweeping gestures of lighting her cigarette—the equivalent of a truck driver's, "Hi, Toots!" She probably knows the type. And the women who have turned down his advances aren't prudes.

Stinginess: Even with the shortage of manpower, a woman will duck a miserly master, provided she catches him at it. Weaseling over tips, ordering the cheapest dinner at the splurgiest restaurant, riding a bus, when she knows he owns a schooner...no dice.

Tellers: Detailed and all too graphic accounts of his conquests are bad business. Chances are, she will hear...and if she's half the girl we think, it's the quick brush-off for him.... As for just carrying tales from girl to girl...now who's a gossip?

"I didn't realize I could afford a set of solid silver for my very own...until I met the Silver Counselor"

Thousands of young women are discovering that there is a wonderful new way of getting the finest in sterling silverware . . . and of being sure of having just the right pieces. *You* can, too!

Silver Counselor

OF HOME DECORATORS, INC.

WHO is the Silver Counselor? She is one of a corps of experts in the etiquette of silver usage, trained under the consultant supervision of Emily Post, the eminent authority.

This group of Silver Counselors is bringing to the women of America a new service in the selection of sterling silverware — helping them to custom-assemble their silver equipment so that it will best fit their individual needs, yet be correct for any occasion.

The Silver Counselor will tell you how you can increase the size of your set, without any additional cost; how you can avail yourself of the facilities of the Consultation Service in helping plan your parties — again without additional cost.

State House Sterling

Its rare beauty of design and workmanship, its heavy weight and the rich dignity of solid silver combine to make State House Sterling the ultimate expression of the silversmith's graceful art . . . the treasured possession of the modern hostess. Truly, there is no finer sterling than State House Sterling.

Perhaps you can become a Silver Counselor. Write, stating your qualifications, to:

THE SILVER COUNSELORS OF HOME DECORATORS, INC. ☆ NEWARK, NEW YORK STATE

DÉCOR—exceptionally fine glacé leather "half and half" with cotton palm. Highlighted in handsewn effect. Black, Brown. $1.25.

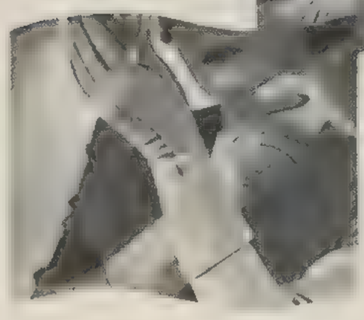
Give Beauty her Due

...GLOVES by SENDRA

When lovely lady lifts her hands, today, they must be gloved in beauty. For the glove touch—this season—makes or mars. With faultless flair. Sendra has created Décor for your sophisticated moments when you're feeling victoriously debonaire. If you, with true Christmas spirit, would grant your friends victorious moments too, then, just give any of these gracious creations by Sendra. Their beauty is authentic. At finer stores everywhere—joyously moderate in cost.

(Below) LOYALTY—duplex cotton "shortie," smartly whip-stitched in the current fashion. Black, Brown, Red, Green, White, Chamois. $1.25.

(Right) FLASH—gay cable stitch cuff treatment on lovely sueded rayon. Red, Green, Turftan, Brown, Black, Wine. $1.



(Left) AIRFLOW—Slenderizing design for business and "after 5 o'clock". Sueded rayon. Red, Green, Turftan, Brown, Black, Wine. $1.

Sendra

EISENDRATH GLOVE CO., 2011 Elston Ave., Chicago
Official glovers to American Airlines

DISCOVERIES IN BEAUTY

YOU won't mourn the loss of metal for lipstick-cases, because—well look! Here's a plastic case, by Coty, called "Shapelip." With it—mould your lips anyway you choose. The case has an unusual point for easy, effective application...(ah, that *plastic* plastic) with broad strokes or fine. Jay-Thorpe.

You probably have an important source of scrap metal—so far practically untouched: that heap of old discarded metal lipstick-cases—those which you figured you might need—someday. On this page you see several reasons why you won't need them any longer. Plastics are pliable—these cases are pleasantly new in appearance. So don't feel *too* noble about taking your metal cases to the scrap pile.

You'll toss your metal away with a light heart when you see: Helena Rubinstein's chubby white lipstick-case happily decorated with tiny red lips—and named, appropriately, "Red Lips." You'll like the plastic case with its amusing design. And it's so light it won't add to your already weighted hand-bag. (No vital metal goes into the construction of these cases.) The lipstick itself comes in the favourite Rubinstein colours. In fact, it's the same famous Rubinstein lipstick just *looking* new, in a new costume. So toss your old metal cases into the scrap pile—contribute another bit. And make a present to yourself of a plastic case—you'd want one *anyway*, it's new, it's news.

You won't want to save your metal cases any longer, for now you can have: liquid lip colour in a miniature glass bottle. This container, too, is non-priority. One bottle contains Princess Pat's Liquid Liptone...the lip colour which lasts and lasts. Your lips won't have that raggedy, eaten-off look with Liptone. In fact, it lasts so well that when you are ready, reluctantly, to remove it—you must use the special remover which comes in the companion bottle to this duo. Takes less than a minute to remove—the same minimum time to apply. You'll find it at Stern's, in your favourite lip shades.

You'll willingly donate your metal cases without a qualm if you know about: Eisenberg's contribution to the new order for lipsticks. It's called "Excitement"—after the to-be-remembered Eisenberg scent. You'll love the fragrance, the satiny texture, the red plastic case. Find it at Franklin Simon.

VOGUE STUDIOS

Elizabeth Arden's newest inspiration . . .
the fantasy fragrance of a thousand flowers captured from
a rare, a very rare pre-war French essence.

MILLE FLEURS

Perfume (in clear bottle), 5.00, 9.00, 14.50, 23.50; (in gold bottle), 10.50, 15.50, 24.50
Eau de Toilette, 7.50; Dusting Powder, 2.00; Make-up Box, 4.50

Elizabeth Arden

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When a watch
is more than a watch

☆ ☆ ☆ The almost unbelievable accuracy of a Rolex chronometer teaches you that a watch can be more than just a watch! The superb Rolex is actually "an instrument measuring the time in accordance with limits and rules laid down officially." It's a glorious feeling to know that, when you possess a Rolex Oyster or a Rolex Oyster Perpetual*, you wear a timepiece which has passed the Swiss requirements for precise timing in five positions and two temperatures. ☆ ☆ ☆ Other reasons why men are proud to own a Rolex are many. It is the original waterproof wrist watch. Its sheer beauty will tell you why these world-honored chronometers mark the successful man. Other exclusive Rolex wrist watches invite inspection, including a few ladies' models. Every Rolex chronometer is guaranteed by an official timing certificate. ☆ $75 to $500

(*Rolex Oyster and Rolex Oyster Perpetual both represent gifts of distinction. The Oyster Perpetual is a silent self-winder.)

The Masterpiece of Watch Craftsmanship

ROLEX WATCH COMPANY, INC. • 580 Fifth Avenue, New York

DO MEN LIKE WITTY WOMEN?

(Continued from page 32)

say to him that if he hasn't heard of it yet, you are certainly not going to tell. Then don't see him for a month—till the Fireman's Benevolent Union has elected him an Honorary Ash-Can. He'll get something if you wait.

So you see there are ever so many ways for women to make a hit without trying to be witty.

Nor have women themselves any particular use for witty men. Instinctively they admire courage, though, unhappily, courage often goes with brutality and savagery. In the next degree, they admire the courage of character of strong people on whom one can rely.... But intellect comes last.... Unhappily, women have also their superficial admirations, things they *fall for*—it's too bad, but they do. Women are apt to fall for a poet, for anything with long hair and a reputation. Round him they cluster, searching his thoughts. He probably hasn't got any. But wit, in all the procession, comes last, with only a cap and bells behind it.

Another thing is this. By this very restriction of their province of humour, women are saved from some of the silly stuff that affects the conversation of men. Take puns. They have pretty well died out now. The last of the punsters is probably dead, or in hiding. But many of us can still remember the social nuisance of the inveterate punster. This man followed conversation as a shark follows a ship, or, to shift the metaphor, he was like Jack Horner and stuck in his thumb to pull out a pun. Women never make puns; never did; they think them silly. Perhaps they can't make them—I hope not.

Nor have women that unhappy passion for repeating funny stories with which to make a hit, which becomes a sort of mental obsession with many men. The "funny story" is a queer thing in our American life. I think it must have begun on the porch of the Kentucky store where they whittled sticks all day. At any rate, it has become a kind of institution. It is now a convention that all speakers at banquets must begin with a funny story. I am quite sure that if the Archbishop of Canterbury were invited to address the Episcopal Church of America, the senior Bishop would introduce him with a story about an old Darky, and the Archbishop would rise to reply with a story about a commercial traveller.

Better Than Commercial Travellers

These stories run riot in our social life and often turn what might be a pleasant dinner into an agonized competition punctuated with ruminating silence. Women keep away from this. They like talk about people, preferably about themselves, or else about their children, with their husbands as a poor third, and Winston Churchill competing with Mrs. Chiang Kai-Shek for fourth place. It may not be funny, but it's better than Darkies and commercial travellers....

There is also the most obvious qualification to be made in regard to women's sense of humour in general, and women's wit in particular, that, of course, individual exceptions, however conspicuous, do not set aside the general rule. There is no doubt that at least one of the most brilliant humorists of the hour in America is a woman. Many would say, *the* most brilliant. Such a faculty for reproducing by simple transcription the humour of social dialogue has, it seems to me, never been surpassed. But one swallow doesn't make a summer, though one drop of ink may make all humour kin.

The truth is that the ideal of ordinary men is not a witty woman—but *a sweet woman.* I know how dangerous the term is, how easily derided. Sweetness may easily cloy into sugariness, or evaporate into saintliness. A Saint with hair parted in the middle, with eyes uplifted, may be all right for looking out from the golden bars of heaven—but not so good for the cocktail bars below.

And yet, I don't know. A Saint can kick in sideways anywhere.

For the Weaker Men

It might easily be objected that all such opinions about sweetness in women are just left-over Victorianism, half a century out of date. Witty women, it will be said, may have seemed out of date in the stodgy days of women's servitude, but not now. The men and women of today—or call them the boys and girls—mix on an entirely different plane. All the old hoodoos and taboos are gone. All the girls smoke. They use language just as bad as any the men care to use. They drink cocktails and give the weaker men the cherry. In other words, they can curse and swear and drink—they're real comrades. In point of physique, they may not be equal to the men, but, after all, they can drive a car and fly a plane and telemark all over hell on skis—what more do you want?

So why shouldn't a girl of that type, the new girl who has conquered the world, be witty if she wants to? What more charming than a witty girl, half-stewed, as compared with a girl half-stewed and silent as a toad full of gravel?

To all of which I answer—no, no, it's just an illusion. There are no new girls, no new women. Your grandmother was a devil of a clip half a century before you were born. You telemark on skis; she cut ice in a cutter. You only knew her when she was wrinkled and hobbling, reading the Epistle to the Thessalonians in a lace cap and saying she didn't know what the world was coming to. The young have always been young, and the old always old...men and women don't change. It took thousands, uncounted thousands of years to make them what they are. The changes that you think you see lie just on the surface. You could wash them off with soap and hot water.

So that, you see, is why I don't think witty women are attractive to men.

You don't see the connection? Well, perhaps you remember Molière's play called "The Doctor by Accident" (*Le Médecin Malgré Lui*), where the supposed doctor called in to diagnose a case gets off a vast rigmarole about nothing in particular and adds at the end—"...and that is why your daughter has lost her speech." You see, he didn't know anything about it.

Possibly it was like that.

MARLBORO

America's Luxury Cigarette

THE RIGHT NOTE. With a sure hand she picks the perfect gown . . . discreet yet dramatic. And complements it with the *one* cigarette in harmony.

MARLBOROS *breathe* good taste. In their immaculate tips,* their firm packing, their rich blend of superb tobaccos (*that cheaper cigarettes cannot* possibly *afford!*)

(MERELY A FEW PENNIES MORE)

*IVORY TIPS — PLAIN ENDS — BEAUTY TIPS (red).

CHRISTMAS AT RADIO CITY

Avon

COSMETICS

RADIANT GIFTS from the fashion center of the world will beautifully express your holiday sentiments . . . each in its own charming way will fulfill the important mission to which you entrust it. These exquisite Avon Cosmetics can be procured from a friendly Avon Representative who calls upon you in your home.

RADIO CITY, NEW YORK

THEY WERE BELLES

(Continued from page 46)

having known them for forty years, I can testify that, while they were not, precisely, blood sisters of Campaspe or Phryne, they did, nevertheless, in their several ways, exercise a remarkable influence over the men of their time.

Mrs. Gould, for example, was extravagantly admired; first, as a girl on the stage and, later, during the thirty-five years of her married life. To the day of her death, men paid her their *devoirs,* not alone because she was the kindliest and best-tempered woman imaginable, but because of the rare, almost exotic quality of her beauty—masses of dark hair, warm brown eyes, matchless skin, moulded shoulders, musical voice, and three intriguing dimples which, as if by magic, appeared from nowhere when she smiled.

What I always thought singular was that throughout her days she was haunted by a persistent regret that she had ever renounced the stage. As Edith Kingdon, in Brooklyn, she had sometimes acted in amateur theatricals. But, in 1884, she appeared as a professional in Daly's company, in the same cast with John Drew, Ada Rehan, and Otis Skinner—all of whom encouraged and befriended her, mightily. On her first appearance (it was in "Love on Crutches"), Willie Collier, then a call-boy, fetched her to the foot-lights, where she bowed profusely, smiled out her thanks to the audience, and met, as he crowded to the stage, George J. Gould, the son of Wall Street's then principal buccaneer.

A few years later she found herself possessed, one would have said against her will, of a vast estate (Georgian Court) at Lakewood, a yacht, a great house at 857 Fifth Avenue, an opera-box, strings of matched pearls, a private riding-ring, two polo-fields, and, somewhat incredibly—perhaps it was the actress in her—a company of footmen in knee-breeches and powdered wigs; all of which *miscellanea* she regarded—I perfectly remember—as blessings of very little solace or worth.

Mrs. Cleveland's appeal was even more nationwide. Tall, with blue eyes, brown hair, fair skin, and a most engaging smile, she became, what with her democratic ways and sympathetic nature, such an idol of the American people that, for a ten-year span (her husband enjoyed two terms of office, with a space between), she was forced to bear up under the spirit-blighting title of "The Nation's Darling."

It was in June, 1886, that, as Frances Folsom, of Buffalo, and only twenty-two, she became the first lady ever to marry a President in the confines of the White House. Perhaps because of that, but more because of her qualities of heart, she became the most popular woman to dwell in that somewhat frigid mansion since the demise of Dolly Madison.

The wedding ceremony was performed in the evening and with little ostentation, save that Sousa's band—and we can imagine with what *brio!*—played the wedding march, and that twenty-one guns boomed a salvo from the near-by Navy Yard.

What was everywhere thought so exciting and romantic was that, during the year 1884, before she had graduated from Wells College, in Aurora, Miss Folsom regularly received flowers and mysterious packages from a man, who, her youthful classmates had discovered, was twenty-eight years her senior, and—to make the affair more extravagant—the Governor of New York.

Today, though nearing eighty, she is—but as Mrs. Thomas J. Preston, of Princeton—a lady still smiling, still lovely, and still admired.

Ethel Barrymore, as a girl, took a heavy toll among the courtiers of New York and London. Her warm, inviting eyes, thrilling voice, and eager nature, combined with the charm of her acting, the romantic nature of her rôles, and her genuine talent for the piano, made her, wherever men congregated, a positively devastating force.

She was seventeen when, in 1896, she appeared on Broadway (with her uncle, John Drew) in a sentimental play called "Rosemary." Before that, she had been in serious doubt as to what career she would follow. Though her family were all actors, she had almost determined to be a musician, for she had a decided talent for the piano.

But her success in "Rosemary" (and, later on, in a translation of Dumas' *"L'Ami des Femmes"*) was so marked that she determined to throw in her lot with the actors—with the result that the world soon saw her, a star, in Clyde Fitch's "Captain Jinks." Before that success, however, she had voyaged to England where, having greatly impressed Millicent, the Duchess of Sutherland, she became, under that lady's ægis, the most admired and talked-of girl in London, particularly in its more *recherché* drawing-rooms.

The galaxy of her English admirers included Anthony Hope, Gerald Du Maurier, and Winston Churchill—then, in 1897, still unmarried. In the course of two London seasons, she had successively engaged herself to the Earl of Ava (the oldest son of the Marquis of Dufferin), to Laurence Irving (the son of Sir Henry), and, finally, to Harry Graham, a poet and essayist of the pleasantest, but most impecunious species. "But who, if they marry, is ever going to support Harry?" people were asking in New York. To that query, Peter Dunne's *riposte* was probably the neatest. "Why, Jack, of course, out of the money which Ethel allows him, at school."

Alice Roosevelt—the present Mrs. Longworth—had many natural gifts: a rare wit, a comely body, an excellent mind, appealing blue eyes, and a boundless *élan*—a trait which has in no wise diminished with the years. As a girl, her appeal was so great that it became the highest aspiration of right-minded young men to be seen with her—at supper, in a ballroom, at a theatre, or in a hansom.

She was seventeen, and already a creature of some mettle, when her father inherited the Presidency; and eighteen when she made her début—in the Executive Mansion. From the day of her formal bow to the world, she became the choicest morsel for all the society editors to ruminate. Her every (Continued on page 78)

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Hips too hearty . . . midriff a mite too pronounced? Indulge yourself in a bit of Girdle camouflage by HICKORY. Here's control with a conscience . . . no pushing or pinching your tender frame. Activity Women and leisure lovers are the better for Girdles by HICKORY. If you care about tomorrow, get your HICKORY Girdle today. $4, $5, and $6 at all the leading stores. And also ask to see PERMA-LIFT Brassieres with "THE LIFT THAT NEVER LETS YOU DOWN" . . . that can't wash or wear away. $1.25 to $2.50. A. Stein and Company, Chicago, New York, Los Angeles, Toronto.

THEY WERE BELLES

(Continued from page 77)

word and act was daily, and from coast to coast, recorded. On all sides she was alluded to as *Princess Alice*, and, everywhere, women began wearing Alice blue. Songs were written about her; the Kaiser persuaded her to christen his yacht—*The Meteor*—, and the Empress Dowager of China delighted in granting her an interview. Her conduct—always refreshingly unconventional (she was the first well-bred American girl to smoke in public)—was the subject for endless and horror-stricken editorials. The Princess, at nineteen, had become, and almost overnight, the Belle of the Continent.

She was twenty-two when, in 1906, she married Nicholas Longworth, later the Speaker of the House. The marriage took place in the Blue Room of the White House, the same chamber in which, precisely twenty years before, Frances Folsom—also twenty-two—had married Grover Cleveland.

Maxine Elliott's command over men was of a much more imperious order. In any such friendship, she soon, and infallibly, took command. It was only as vassals that men were permitted to worship at her shrine. Her hands, her feet, and ankles were small, but her body was deceivingly heavy. "The barrel of it," she used to say—punching it remorselessly, the while—"is made of rock." Indeed, when she tipped the scales at one hundred and fifty (as she did at the acme of her career), one would have sworn that she weighed full twenty pounds less.

For all her romantic looks—white skin, full neck, and dark, almost menacing eyes—she seemed, in her tastes at least, as much a man as a woman. She earned, and saved, a considerable fortune. She liked business, managing, and hard work. Nat Goodwin, five times married, summarized it all in talking with some friends of his at the Lamb's Club. "My first wife, Eliza Weathersby, was an angel; my second was a broom-riding witch; and now, boys, I am married to a Roman Senator." It was in 1898 that she married Goodwin. She soon divorced him, but remarried him in 1908, the year she opened her own theatre in New York, and five years after she had become (in "Her Own Way") an independent star.

She was born, in 1873, bearing the name Jessie Dermott. But, Dion Boucicault, the playwright and actor, persuaded her to change it. She first appeared, in 1890, under Palmer's management, but, by 1893, she had become the leading lady in Rose Coghlan's company, where, as I can vouch, she was unforgettable in "Forget Me Not."

King Edward admired her enormously, and so did Lord Rosebery. So, also, and almost to her last days (she died but a short year ago), did Winston Churchill, Lloyd George, and Anthony Eden, all of whom visited her in her lovely, wave-swept villa at Golfe Juan, near Cannes.

Mrs. Mackay was a woman of a more Latin order, a figure from Flaubert, Balzac, or the younger Dumas. Her eyes (gleaming from so white a skin) seemed quite as black as the masses of her raven hair. She was very tall, very slim, very intense; her voice low, her laughter reserved, her nature ardent. Men thronged her loge at the opera, her cottage at Saratoga, and her drawing-rooms at Harbor Hill, her noble and formalized estate at Roslyn.

She was a confirmed espouser of causes, a constant addict of new cults. Never, in a woman, were enthusiasms stronger, dislikes more unmasked. She could feel and talk as strongly about some figure who had died two thousand years ago as about a man she liked, or disliked, around the corner.

Among her minor obsessions, there was a mania for purple, as a colour. A large part of her library was bound in purple Levant. Her stationery was violet, and never—though two cents was then the legal postage—would she affix anything to an envelope but a purple seal and a purple three-cent stamp.

Mrs. Astor—now Lady Ribblesdale—was for twenty years accredited the most beautiful woman in society. Aside from such virtues as a regular and classical profile, an unmatched skin, and a perfect figure, there was the high distinction of her carriage; the poise, at all times, of a *grande dame*.

To see her, in the middle 'Nineties, through one's glasses at the opera (with her blazing tiara of diamonds, her unadorned black dress and great black ostrich-feather fan), as she gazed out over the brilliant and crowded house, seemingly without interest or concern, was a vision not easy to be obliterated from memory.

She had been Ava Willing, when she made her début, at the end of the 'Eighties, in Philadelphia. From that Quaker stronghold, she proceeded to Newport and New York, two cities which, in part, because of the aristocracy of her bearing, she soon managed to capture and lay waste. In 1891, her engagement was announced to John Jacob Astor, later, and so tragically, to lose his life on the *Titanic*.

It was at her great house at 840 Fifth Avenue—now the site of the Temple Emanu-El—that Mrs. Astor—under the tutelage of Mrs. William Astor, her august and imperial mother-in-law—took over the dual control of New York society.

Mrs. Gibson was a product of Virginia, then a State in which Belles were turned out from an assembly-line. She was Irene, one of the five beautiful Langhorne sisters, all of whom—particularly the present Lady Astor—became figures of considerable renown.

Mrs. Gibson was the second of the girls; a blonde with a fair skin, quick wit, and laughing eyes. She continued a Belle of the most destructive nature (counting her victims by groups and platoons) until her lethal propensities were transmuted by her marriage, in 1895, to Charles Dana Gibson, the painter and illustrator. At her wedding, in Richmond, Richard Harding Davis was her husband's best man.

Aside from her fame in the arena of society, she achieved an even more universal repute from having been the original, and only veritable, Gibson Girl, a title which, because she has always (Continued on page 79)

THEY WERE BELLES

(Continued from page 78)

remained her husband's favourite model, still clings to her.

It is not often that a beauty of so classical a type should be blessed with a social gift so pronounced, and a wit so scintillating.

Frances Belmont was first seen on the stage, in 1900, in "Florodora," the operetta in which it was discovered that chorus-girls could speak. Her career was the most romantic and spectacular of any of the girls in the original Sextette; more so even than that of Vaughn Texsmith, Marie Wilson, or Daisy Green, all of whom managed to do fairly well for themselves. Later she scored a hit in a slight musical show called "My Lady," and, after six years on the stage, ended her career as Sir Charles Hawtry's leading lady in "A Messenger from Mars."

When, in 1906, Lord Ashburton, one of the Barings of England, married Frances Donnelly—which was Miss Belmont's real name—she became, automatically, the stepmother of the Honourable Aurea Vera, the wife of Charles James Balfour. Her father, an Irishman in New York, having long been a small contractor in plaster and cement, it was perhaps natural that when Lady Ashburton's London marriage was reported in the New York papers, "Mr. Dooley," then a famous wit in New York, should have remarked, at the Racquet Club, "I only hope that her father was there to cement the union."

It is impossible to convey any idea of the quickness of her wit, or the gaiety of her spirit. She was blessed with the rare ability to make a party "go," whether it befell at Jack's or Sherry's, in the supper room at the Savoy, or in the sedater Carleton grill. But an English poet has, fortunately, solved our difficulty for us:

"O, for it would be a pity
To o'erpraise her or to flout her;
She was wild and sweet and witty,
Let's not say dull things about her."

THIS IS THE ARMY, MISS JONES

(Continued from page 41)

to help you in anything from recommending a good hat shop to playing the sly matchmaker.

The visit to camp can be extremely interesting, aside from the romantic angle. You can actually get a lot of the feel of the Army, even living in the guest-house. You sleep on an Army cot and awake in the morning to the sound of a distant bugle—which, lucky girl, you can ignore for two or three hours more sleep. You can listen to the military bands, which are somehow stirring, no matter how tinny they may be.

And you can get many things that you can't get anywhere else. When you watch the colours lowered at retreat in the evening, with the National Anthem being played across the field and the whole camp paused in a moment of reverence, you can feel the hair rising on the back of your neck, and emotions come to you that have never occurred before. The visit may be a lot of trouble, but it's worth it.

Clothes

Remember to take clothes that pack easily, and that don't muss. Irons and pressing service are apt to be scarce. Sports clothes are the best bet, but it's always a good idea to take along an evening dress, on the long shot that there might be a dance scheduled for some time while you're there.

Accommodations

The usual guest-house has a large social lobby, and a number of guest-rooms, a bathroom for women guests.

The houses are clean, and the simple rooms as attractive and cheerful as colourful curtains and inexpensive wardrobes and dressing-tables can make them.

Apply for your reservations as early as possible, since in most camps there is a tremendous demand for them.

Reservations are made by writing to the guest-house hostess or to the director of the Service club.

Write early enough to give the hostess time to write back telling you whether the guest-house has a room for you. Most hostesses like to have at least two weeks' notice.

If all this procedure frightens you, as it probably does, let your soldier make the arrangements for you.

Local Regulations

They're the same as the rules you'd find at any dormitory or hotel for women.

There's an eleven o'clock curfew.

If you are unmarried, the hostess might require you to be chaperoned, or to bring a note of permission from your parents. Better check on this before you leave for camp.

Entertainment

During the day, your soldier will be out hut-hutting on the drill field, taking apart an artillery gun or letting his mind ramble in classroom. You're on your own.

You can hang around the Service club; you can usually find an excellent library of good books, magazines, a radio, a phonograph with a fairly wide choice of records—and a number of people, guests or soldiers, who will only be too tickled to talk with you or start a game of bridge.

There should be at least one congenial fellow visitor with whom you can swap lies about how quickly your boy made Corporal.

You can go into town for a shopping tour. The hostess can advise you where to buy what, and, at most camps, the town isn't far away.

If there aren't too many local regulations, you can wander idly about, watching calisthenics, drill, and other training—so long as you don't provide distraction for the boys.

NOW—a face "re-styling" in only 60 seconds—

the 1-Minute Mask!

Glamour "dim-out"

Recognize that grayish, flaky look your complexion can get sometimes? Odds are your actual *live* skin is "curtained over" with tiny clinging bits of dead skin and grime. Naturally, your whole face *looks* and *feels* less sweet than it should—

The 1-Minute Mask

Quick! Give yourself a glamour pick-up with the 1-Minute Mask, exciting new way of using Pond's Vanishing Cream! Just spread a cool mask of the Cream over cheeks throat, forehead—all but eyes. Then—after only *one minute*—tissue off! And see what's happened!

"When I'm in a hurry to look my prettiest, I just slick on a 1-Minute Mask of Pond's Vanishing Cream. It makes my face feel so much fresher and smoother, too!"
GLORIA VANDERBILT DE CICCO

Dazzling Finish

After the 1-Minute Mask your face has a new look and feel. During that refreshing 1 Minute, the keratolytic action of Pond's Vanishing Cream has been dissolving grubby little skin roughnesses and loosening dirt. Your skin *feels* softer—it *looks* fresher! Make-up clings like velvet!

Beauty's Wonder-child is TWINS!

It's a Minute Mask!
Use Pond's Vanishing Cream 3 or 4 times a week as the smoothing, freshening 1-Minute Mask shown in pictures above. It helps re-style your complexion *fast!*

It's a Powder Base!
Always smooth on a light film of Pond's Vanishing Cream before make-up. It's non-greasy! Takes and holds powder like a dream—and helps protect against wind and weather, too!

for the Siren in You...

RADCLIFFE ORIGINALS

the Matching Coat . . .

Frankly, preciously feminine, of sheer Bemberg rayon, billowingly-sleeved. Full-flared skirt cascades from a divinely fitted waist sparkling with iridescent buttons and topped by a froth of dainty Alencon-type lace ingeniously emphasizing natural bust contours. You'll buy it for beauty, you'll love it for downright dependable wear. A twice-valued Radcliffe achievement . . . about $5.95.

the Matching Gown . . .

Of luscious rayon satin draping to flowing fullness from a square-necked, flatteringly-bosomed bodice, saucily trimmed with Alencon-type lace to meet a slimming, high-cut waistline . . . About $2.95.

the Colors . . .

Both Coat and Gown, Opaline, Dusty Pink, Baby Blue. Sizes, 32 to 40.

Tailored by Radcliffe REG.U.S.PAT.OFF.
Look for this label on slips, too

At leading stores everywhere or write direct for name of store nearest to you...

GOTTLIEB BROTHERS
148 MADISON AVENUE
NEW YORK

THREE ON A MATCH

They're made for each other—the three costumes on this page. Coat, dresses, and hats are COLORelated—so that they mix and match congenially. The dress—with its twisted bodice like the Vionnets of old—is in brown, beige, black, or red rayon crêpe. Dress; under $18. Hat in same shades; about $5

This is the coat that is the basis of the match-making. It teams with any dress or any hat on this page. It's a coat with the new peg-top silhouette, a tie belt, a soft plastron collar of dyed squirrel—a coat of one hundred per cent. Juilliard wool in brown, black, or beige. Coat, about $80. Pill-box hat; about $5

JOFFÉ

The third costume on this colour match. A rayon crêpe dress, a dress meant to go under the coat above. Choose it in brown, beige, black, or red. Dress; about $18. Hat; about $5.

• Everything on this page from: Sibley, Lindsay & Curr; Scruggs-Vandervoort-Barney; The City of Paris, San Francisco

RADIO COMMENTATORS

Gabriel Heatter

(Continued from page 45) the most exciting hour he ever spent. The world's record for the longest extemporaneous broadcast, it brought him forty-five thousand fan letters and made his name in radio.

Gabriel Heatter is the Mutual Broadcasting System's most valuable nuisance—he insists on broadcasting from his house in Freeport, Long Island. Perhaps one reason Heatter wants to stay home is that he can—and does—talk in his shirt-sleeves, with his tie unhitched and his belt loosened.

Off the air, he is unrhetorical and a disarmingly good listener. He works in a neat study with a signed photograph of President Roosevelt on his desk. This photograph arrived one morning in the mail, causing quite a family flurry, with a letter saying that a broadcast Heatter had done about Churchill had so impressed the President that he was sending Heatter an expression of his interest.

Bleakly, Heatter's routine is shaved of almost everything but work. He is a feverish re-writer, often doing five complete versions of a script. He says, wistfully, he'd like to go more to the theatre, but he has only one night a week free. He does manage to spend a lot of time with his family—his wife, his daughter, who designs jewellery, and his son, now a Navy Ensign.

The prediction Heatter is most pleased about he made on August 7, 1942, when no one knew where Churchill was. Heatter hinted—eleven days before the story was confirmed—that the Prime Minister was probably in Moscow. Many of Heatter's comments show the influence of H. G. Wells. Like Wells, Heatter is imaginative, colourful, and sometimes magnificently muddled. He has one clear, unswervingly rational idea, though. He thinks radio should grow up to a point where commercials are unnecessary. Unintentionally, he may be hastening that day. Famous for his hair-tonic commercials, Gabriel Heatter is getting bald as a boulder.

Raymond Gram Swing

(Continued from page 45) lived in Dulwich, near London, he used to sit up all night with a rasping radio, fiddling, fascinated, trying every new gadget he could buy. In 1930, with an English commentator, S. K. Ratcliffe, Swing did his first broadcast.

Swing's dry voice, with its spit-out consonants, is better-known in England than any other American voice except President Roosevelt's. Cabinet members and cabbies quote from the short-wave talks Swing does once a week for England. Emotionless as a stop-watch, Swing suits the British. It wasn't until the invasion of Poland in 1939 that Americans discovered him.

High-foreheaded, Swing's hair is grey and lanky (Siebel missed on this guess), and his suits are constantly crumpled, or it may be that any suit after he has worn it ten minutes assumes the sagging, dishevelled angles of his bones. He looks like—and is—a man who has been carrying on a long and shameless love-affair with music. Last winter, his concerto, "*La Belle Dame Sans Merci*," caused quite a stir when it was performed, and he has turned out several personable violin sonatas. His humour is a Bergsonian amusement, simply insight into incongruities. A subconscious reason for this may be the fact that his teeth are wide apart, and he looks better smiling tightly.

After listening to a dull session of the Reichstag in 1913, Swing made his prize prediction. Chancellor Von Bethmann-Hollweg had been talking, in what seemed a casual way to the other correspondents, about a one per cent. levy on capital. This led Swing, by a process of ratiocination, to predict in his dispatch that Germany would go to war with Serbia. This dispatch was not published for four months...and then it was given the Bobbsey Twins title, "A Day at the Reichstag."

He could have a persecution complex because, in 1931, he again did some nasty mathematics which led him to write a piece explaining that Britain would be forced to go off the gold standard. That dispatch was also ignored. Six weeks later, he proved to be right.

Now, on the air, Swing is crisply medicinal, giving out antiseptic doses of common sense, measured in hygienic phrases. He doesn't make predictions any more, because very little happens the way even an expert expects it to. In a Washington hotel, he works at high pressure, doing his endless tidy research, writing his verbal ice-packs.

H. V. Kaltenborn

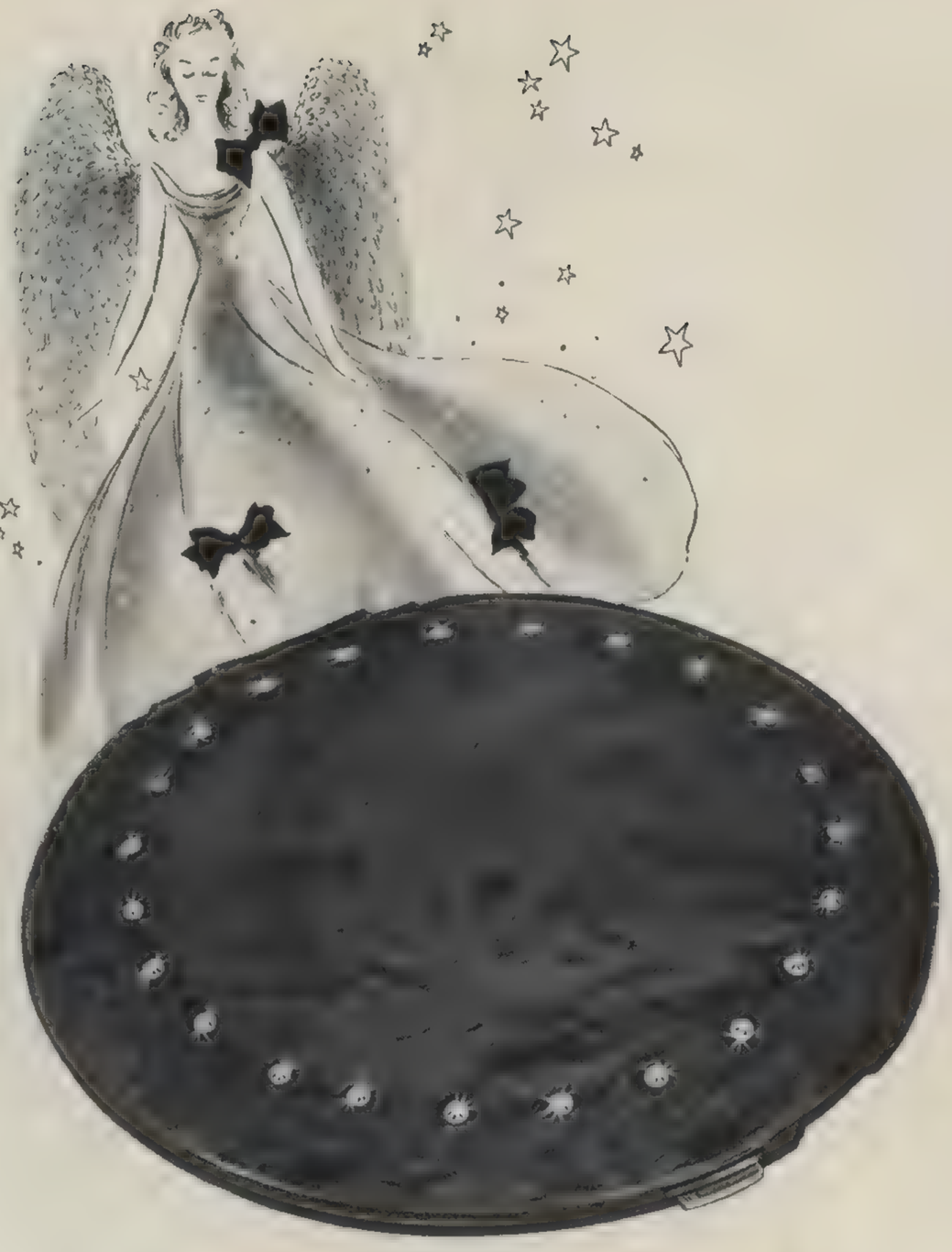
(Continued from page 45) taught him, in statements that are always right, always cautious, usually sounding like a papal bull. His two stocks in trade are such proverbs as "oh, what a tangled web we weave..." and the word *not*, which he says with great relish.

The only man whom the National Broadcasting Company allows to ad lib, Kaltenborn clutches a handful of notes and talks around them. The announcer keeps a supply of licorice drops for him; he sucks these while he talks, twirling all the while a lucky piece of amber in his pocket. He is always so emphatically sure of himself that listeners never realized when he extemporized a whole program from two lines of last-minute news, handed him on a slip of paper just as he went on the air.

At his Long Island summer house, he likes to lunch on peasant bread, liverwurst, and onions, and to tussle with his four dachshunds. Such guests as Wendell Willkie and Alice Marble (who takes Kaltenborn on at tennis and says he is a rugged player) go out to swim and play horseshoes there.

An incorrigible founder, Kaltenborn is always organizing clubs. One was the aristocratic Radio Commentators Association, which didn't ask Gabriel Heatter to join because he does his own commercials.

Kaltenborn is usually lucky in his predictions. Back in June, 1941, when everyone was shaking his head, he said, "Hitler will not conquer Russia however far he penetrates the country." One of his predictions that went askew was his statement that the Japanese would not invade the Aleutian Islands. The value of his talks is in the experience behind them. He can say, as few men in the world can, "When I talked to Hitler"..."As Stalin said to me..."



SPARKLER

for Christmas

by Volupté

Be an angel *to* an angel. Give her this fabulous Volupté *sparkler* compact. Huge. Plastic. Tortoise-shell-marked. Studded with rhinestones.

Did you know? The Volupté precision tools which fashioned *this* are busily working on war orders.

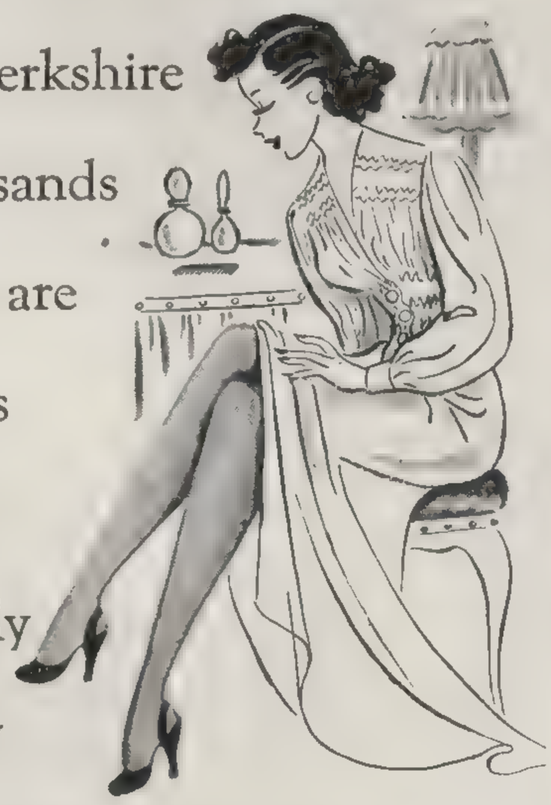
Volupté compacts and cigarette cases are at all fine stores.

The genuine is engraved Volupté

VOLUPTÉ 347 Fifth Avenue, New York

Better care means better wear!

The first step in caring for present-day stockings is to buy them *carefully*... by name. Berkshire Stockings, as thousands of women know, are right for today's styles, trim-fitting, neat, and extremely long-wearing. Buy them at your leading store, and take good care of them. Better care means better wear ...and that's very important these days.



Berkshire STOCKINGS

BERKSHIRE KNITTING MILLS
Reading, Penna.

CENTRAL HEATING

WAISTCOAT-SWEATER—it's anti-cold-shoulders. Yellow brushed rayon front; brown rayon and wool for the knitted sleeves and back. "Jeep" sweater by Tish-U-Knit. $3.50. From McCreery

TURTLE-NECK SWEATER—central heating to wear indoors and out; to keep you chin-deep in warmth. Of yellow wool, heavy-knitted, yet snugly cut. Peggy Parker sweater; $5. Arnold Constable

TWIN SWEATERS. If one sweater is warm, two of them are twice as warm. These are Hadley sweaters of pale blue chiffon cashmere. Cardigan; $11. Short-sleeved pullover; $9. Peck and Peck

GLENN GREEN

PLAID-YOKE SWEATER to welcome warmly—you can wear it with ankle-length skirts, at home. Jane Irwill sweater of navy-blue cotton and rayon; red-and-green yoke; $3. McCreery has it

THIS IS HOW TO FEED A MAN

(Continued from page 69)

you are not making clam soup, so don't try to improve this recipe by adding more clams. The crustaceans merely supply the esoteric quality. For complete success, the origin of this exquisite bouquet should not only please, but perplex first-tasters. When the soup is done, strain it, then whiten with a little cream. Before serving, add sherry, just a dash. Wine is for flavour; the slightest taste of alcohol is proof of too much.

This formula has an ace in the hole: when stock is lacking, you can substitute canned soup—chicken, mushroom, asparagus, madrilène, corn, or turtle. With varying flavours, and different brands, a little experimentation will determine how many clams are needed. Whatever happens, the label on the can must be completely disguised. And even with this synthetic product, carrots are a must. The French have taught us, no carrots—no soup.

While we are souping, here are a few hints.... The discarded ends of asparagus make the best asparagus soup.... A bare ham bone, three whole peeled onions, a thick slice of raw codfish, a bunch of carrots, diced, ditto two potatoes—all this boils into a superlative chowder. Pour in cold milk just before removing from the stove.... The empty shells of boiled lobsters conjure a delicate and delicious broth, not to be spoiled by converting to lathery bisque. It should be clear, almost green in colour, to retain the real lobster flavour.

When It Comes to Meat....

With a working knowledge of meat cuts, variety for the main course should be endless. Yet it's almost impossible to face an abundantly stocked meat counter and not come home with lamb-chops, a broiler, or top round hamburger. Meat courses, to be special, must be chosen with imagination and meticulously prepared.

Go to a pork store; pick out the best loin of pork. Have it cut in half, bone removed, rolled, and tied tightly so that the slices, when carved, will be no larger than a piece of tongue. Make sure the lean meat is completely covered with pork fat, so that all sides will roast evenly. Cook slowly and turn constantly in the pan. Shortly before it is browned, remove and strain some of the gravy from the pan. Use this as a base for a conventional mushroom sauce. Add no flour and only the slightest amount of cream; flavour with sherry. Pour this sauce over the sliced pork, which is left standing in its form on the platter.

On the stove, melt brown sugar and butter in a saucepan. Into this, fry separately small boiled white onions and boiled potatoes cut into marble-sized balls. Rake them until they are completely covered by the burnt sugar. Garnish the pork platter with those vegetables.

Partner to the pork is a vegetable casserole. Peel and thin-slice a parboiled eggplant. Grease well a baking-dish with bacon fat and butter. Lay down a layer of peeled tomatoes, then eggplant, then American cheese, another layer of tomatoes, then eggplant, and a top layer of cheese. The eggplant should be well seasoned with salt, pepper, and any convenient spices. Bake slowly in the oven until tomatoes, eggplant, and cheese all merge into a soft consistency.

In place of the casserole, you might try these variations. A purée of broccoli: boil the broccoli first, then mash and place—liberally buttered and highly seasoned—in a double-boiler.... Brussels sprouts boiled, then sautéed together with whole, thoroughly roasted chestnuts.... Cabbage, boiled, then baked in a cream sauce with a crust of fondued American cheese. Instead of cabbage, the same recipe is delicious with parboiled slices of zucchini.

Sweetbread Salad

Though our premise proclaims only three simple courses, no gastronomic dissertation is complete without mention of salad. Next to tender green asparagus, chilled and served with vinaigrette dressing, I'm partial to sweetbread salad. Parboil the sweetbreads in water amply flavoured with lemon-juice and over-seasoned with salt. When well cooked, remove all gristle. The pairs, whole, while still warm should be squeezed as tightly as possible in cheese-cloth. In this bound condition, let them lie in the ice-box overnight. Remove the cheese-cloth next day, slice very thin, and marinate in an iced bowl of French dressing, preferably made with lemon-juice instead of vinegar. Just before serving, place the slices on crisp lettuce.

For every-day dessert fare, I invariably choose either a mixture of raw fruits or fruit-juices, heated with an under-measure of gelatin, sweetened with honey. These desserts must jell just enough to hold their form when taken from the ice-box and served. Try using a combination made from orange-juice and stewed strawberries, or a can of grape-juice and the juice of two oranges. If cream is stirred into the hot syrup, the jelly will resemble a light blanc mange.

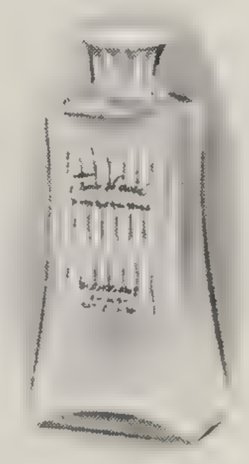
With uncooked fruits, an unusual macédoine is fresh strawberries and preserved figs. Cut the figs into small pieces, strain off the juice, as they are sufficiently sweet. A flavouring of Cointreau or Curaçao liqueur should be added, and the fruit left in a covered dish in the ice-box for at least several hours before serving. In place of the figs, large canned black cherries, with the juice drained off, combine well with fresh strawberries. As a de luxe dessert, instead of figs, canned guavas may still be had at luxury grocers. Treat the guavas just as you do the figs or cherries, but add a little orange-juice, as the tropical fruit is cloying. The jelled desserts should be accompanied by simple cup-cakes or plain, home-made cookies. The natural fruits need, perhaps, a richer cake.

As an example of how easy it is to arrange an unusual combination out of usual fare, I am going to describe a three-course dinner. My first course is scallops. If they are large, cut them into pieces the size of strawberries. Dip them into a saucepan of melted butter, flavoured with a few squeezes of lemon. The juice from the scallops will form a light sauce with the butter. The pan should not be too hot. The scallops should be barely cooked, then turned into a double-boiler. Now add a touch of ketchup, an equal amount of Worcestershire—or (Continued on page 84)

ONE... TWO...
and a Glorified YOU!

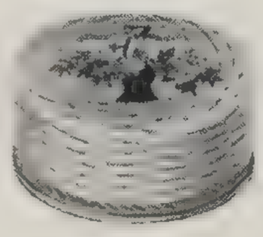
ONE...

Before your mirror ... gently smooth three drops of the new Translucid tinted Foundation-tone on your face and throat. Just three drops ... touched on with the finger-tips ... and your skin will take on a new look of natural freshness ... a *sheer* velvetiness ... that tells you the art of Houbigant is the art of subtlety!



TWO...

Second step toward loveliness ... Translucid Sheer-Sifted Face Powder ... mist-sheer and miraculously clinging! Over the tinted Foundation-tone, this Powder seems *one* with it ... permits the "glowing through" of your own skin tone. You'll marvel that a powder so light could be so lingering ... that loveliness so delicate could defy the hours!



In perfect shades for you ... Foundation-tone, $1.50 ... Powder, $1.50.

"SHEER MAKE-UP FOR SHEER BEAUTY"

Translucid
(GLOWING THROUGH)

HOUBIGANT

Translucid *Lipstick ... Cream or Compact Rouge ... Mascara ... and Eye Shadow ... will complete your sheer make-up.*

Hard training may entitle you to wear a uniform—but only the right foundation enables most women to wear a uniform *becomingly*. Flexees are a valuable aid . . . ready to whittle a midriff, raise bosom contours, and sleek hips so that your figure will look younger, you will feel more efficient. Ask the girl who sells corsets in your favorite store. Flexees—Girdles and Combinations: $5.95-$15.

Flexees
FOR A FINER FIGURE

FLEX-*ible* EASE *is the key to* FLEXEES

UNDER-TWENTY WEEK-END

(Continued from page 49)

Minimum-charge is still adamant at Café Society, so you'd do well to stand at the bar—and keep costs down. The visibility here is usually good; and you needn't spend more than $2. Too, when you're pubbing, a dime-ante will always be enough for your beau to buy his hat back from the hat-check girl. And unless your dress is street-sweeping in length, you can spare the bank-roll by taking a bus instead of a taxi.

Saturday's program requires a little advance work—your beau (if he's an officer) can apply to the Officers' Service Committee for cards, which entitle him to half-price tickets for a football game, and for the theatre that night. Plan to meet him at a little West Side restaurant—lunch there is usually a minor money-matter; and it's right in line, if you're headed for Baker Field. $1.65 will buy two seats at the game—not Press-box, exactly, but good enough.

For post-football warm-up, you can adjourn to "21." (Quiet, please, skeptics...for men-in-uniform, prices are fifteen per cent. under market quotation.) You can have a cocktail, look around for the notables, all for a modest dollar.

Then quick-snack at Wimpy's on a couple of double-hamburgers; unpretentious eating-places will keep your fun-fund intact. Our consultants tell us they'd rather do things this way; save their money for dancing later on.

Look your most glamorous for him on Saturday night—go in for evening regalia—*he'll* like it. Your seats at the theatre shouldn't cost more than $1.20...use the two-for-the-price-of-one system again. Then, for the dreamy part of the week-end, you can waltz at the Iridium Room at the St. Regis. Here, cover and minimum are waived for men-in-uniform. Your check will very likely be around $4. Afterwards, you might stop at the Automat for pie and milk....

Late sleep on Sunday morning will no doubt be in order...so invite your beau to your house for noon brunch and Sunday papers. A string or two of bowling and/or a walk in the park will fluff the proverbial Sunday lethargy. Even if you walk only a quarter of a mile, it's worth it if you wind up at 59th and 5th...in time for tea at dusk in the Oak Room of the Plaza.

And while you're dressing for supper, your beau can pack his suitcase. Then on...to, say, Joe Romano's restaurant on West 54th. Mr. Romano, prop., features (besides his spaghetti) a parrot named Loretta whose long-suit is conversation. Spaghetti, plus meatballs, salad, and coffee—all this, and Loretta too, come to $1.40.

Next stop—last stop—is Pennsylvania Station...go, by all means, to see your beau off. Chances are, he'll be back again soon. He can manage it... nicely...on his lean bank-roll.

THIS IS HOW TO FEED A MAN

(Continued from page 83)

any good bottled Escoffier sauce. Serve the scallops on artichoke bottoms, which, after boiling, have been soaking in melted butter in a double-boiler. The serving platter should be rimmed with wild rice.

The second course is Boned Squabs en Casserole. Chop up raw, peeled mushrooms, no stems, and raw chicken livers into minute pieces. Churn them together with any good pork store paté, and fill the boned birds generously with this stuffing. Pack them closely into a well-greased casserole, and pour over half an inch of soup stock. Bake them slowly. When they are done, leave in a warm oven. The stuffing, by this time, will have oozed into the stock, forming a rich gravy. At least half an hour before dinner, pour a cup of brandy over the birds. The squabs should be served in the casserole direct from the oven. The sole accompaniment to this dish is a purée of sweet chestnuts mashed to the consistency of soft French purée of potatoes.

For dessert—again a baking-dish is used. Into it, place black cherries, stoned and cut in half. If the cherries are canned, all the juice must be drained off. Add to the cherries the juice of an orange and a liberal amount of brown sugar, the amount of sugar depending on the sweetness of the cherries. Spread over the top of the dish a thin layer of butter. Heat in the oven just long enough for the butter and brown sugar to melt into the stewing fruit. The cherries should not boil, only simmer. When done, pour over them a wine-glass of Cointreau or Curaçao, and leave in a warm oven. This dessert should be served with angel-cake.

Wartimes, when odd hours are de rigueur, we often head home for a hasty snack. Here is my economical suggestion, adaptable to choice left-overs. Take an acorn squash, cut it in half, place in an oven, but first fill it with butter and brown sugar, salt and mustard. When the squash is soft and moist from the filling, take out, stuff with minced lamb or ham, chicken hash, crabmeat, or creamed tuna fish. Cover with a layer of American cheese, put back in the oven just long enough to fondue the cheese. For a meatless day, fill the squash with baked beans.

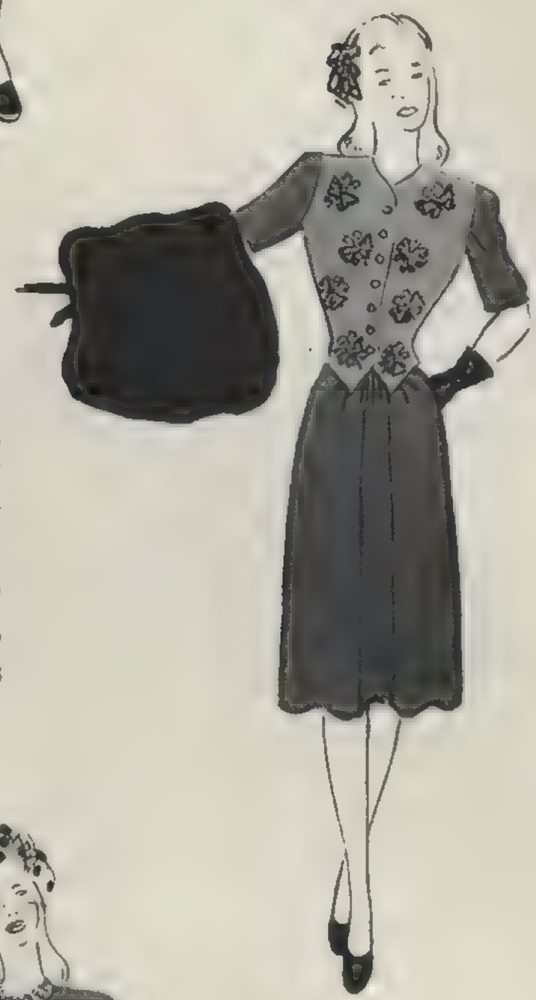
A word is in order on rehearsing for guests. They are invariably late, which should not be upsetting. Good restaurants continue to flourish even though the number and arrival of diners can never be gauged. For formal dinners, food is in two categories—cold and hot. Hot dishes, a full hour before dinner-time, should be readied in double-boilers, awaiting such specialized attentions as a spot of wine, a tab of butter, a clot of cream. The main course need not be put on the fire until the company comes. The alternative to this is a roast cubbyholed in a warm oven until serving time. Of course, if your pièce de résistance is en casserole, there is no problem. Dinner may be postponed indefinitely. Should dinner be at eight, inspect your kitchen at seven. Taste everything while there is still time for last-minute prinking. Dinner-parties are made or marred by the degree of personal attention, even more important than the choice of menu, and nearly as important as the choice of guests.

UNDER-TWENTY WEEK-END

(Other details on page 49)

For the under-$20 week-end mapped out on page 49, our under-20-year-old heroine wears these five costumes—each right for its occasion; each under $20. All; Russeks; I. Magnin; Rich's, Atlanta

Far left: For the football game, the stop-off at "21"—this leaf-yellow suit of Wyner wool jersey. Left: She bowls in a pink-and-grey checked wool skirt, grey rayon jersey blouse, button-on scarf



Friday night at Larue, she wears one of the new short dinner-dresses of black rayon crêpe. A Junior Guild Original. Above-table appeal—its yellow-fronted bodice, with sequin butterflies

For Sunday-night supper at Romano's—a high-necked dress of black rayon crêpe, with a peg-top effect achieved by slit side-pockets in the skirt. With it, a black felt calot, big-dotted black veil; $11

She waltzes at the St. Regis in black Celanese rayon taffeta; sequinned marquisette yoke.

• Like all five dresses on this page, it's under $20; from Russeks; I. Magnin; Rich's, Atlanta

OLD SOUTH
Toiletries

Perfume 1.50
Romance Box 2.00
Natchez Rose Jar Sachet 4.50
Virginia Reel Trio Colognes 1.00
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Talc .50
Cotton Blossom Cologne 1.25
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BEWITCHINGLY DESIGNED and fragranced, Old South Toiletries cling authentically to the traditions which gave the Old South its charm and gaiety. Two bouquets:—Woodland Spice, a heady, dashing perfume—or Plantation Garden, a sun-flecked flower fragrance. At better drug and department stores. Old South Perfumers, 347 Fifth Avenue, New York.

DRESS OF THE MONTH*

IN *Celanese** JERSANESE* OF RAYON

The soft yoked shoulder, the hip-hugging skirt are part of a design to make you ultra feminine, a picture to fit into the smartest surroundings. The fabric is Celanese Jersanese of rayon whose flowing beauty is draped and shirred into one of the smartest casual dresses of the season. The new colors you'll be hearing so much about—divine under your winter coat and later on into the spring. Riversand beige, Moss grey, Valley sky blue, Azalea red, Wood violet. Sizes 10 to 20. **$19.95**

*Reg. U.S. Pat. Off.

Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

KANE-WEILL, INC., 498 SEVENTH AVENUE, NEW YORK CITY

"ALL OF THIS I SAW"

(Continued from page 55)

escape a feeling of frustration.

Tobruk, Libya. We pitched our camp in a *wadi* near the sea: a most surprisingly fertile spot—almost an oasis—with fig-trees, flowering cacti, a lot of wild flowers, and wonderful birds. The gunfire like thunderstorms; as soon as it was dark, we went to bed; eight hours' sleep in the centre of the African Desert in the centre of the war.

El Hacheim, Libya. Feel healthier than I have in many years. Don't mind any dirt or discomfort. Am only sorry to leave forward areas and regret returning to base....

The journey back through the scrubland of desolation was as eventless as a sleep without dreams—a drab, mottled recession of dun colour, stretching in all directions.

The aircraft lost height, banked, and we saw in the centre of this purposeless, uncompromising emptiness a piece of magic—the oasis of Siwa—with its minarets, towers, and unexpected richness of trees. On arrival, the Adjutant welcomed us: "The Colonel expects you to lunch at one o'clock—here is transport and a driver—until then the oasis is yours." He beckoned to the magnanimous gift of palm-trees, date- and apricot-trees, pomegranates in flower—to the emerald-green streams, Cleopatra's pool, the Temple of Jupiter Ammon, and the old, crumbled city, which is the apotheosis of all children's mud-castle cities.

Alexandria, Egypt. As we sailed past Admiral Vian's *Cleopatra,* we saw General Smuts in a topee, waving a baton and haranguing the sailors lined up in spotless white that looked translucent in the brilliant sunlight. A grand old man, he always does more than is ever asked of him. This speech was unexpected and impromptu. The men were tremendously heartened.

Iraq to Iran. There were horrible mountains to fly over, especially in the late afternoon when the heat-pockets banged you about a lot. At last, we landed—Teheran. Rows of American bombers were lined up—the American White Star to be painted red, then the aircraft are flown over by Russian pilots to Kuibishev. A further convoy of bombers arrived while we waited to get our baggage out of the hold....

Woke early to a radio playing Iranian music for "setting-up" exercises—not much pep called for—but pretty. Outside, the Persian garden was disappointing, not at all romantic, with a lot of sand-coloured caked earth, cement, and concrete. The Shah's Summer Palace, modern as the latest cinema, two huge silver sphinx as bastions to a flight of marble steps. Modernistic lights and furniture and furnishings—maroon-coloured geometric patterns and squashed strawberry and chutney colourings. The Queen in poison-green—knee-length skirts.

Baghdad. As the airplane circled, I saw Stuart Perowne, Press Relations Attaché in Iraq, hurrying down the steps to welcome me and take me off to the King. At the Palais des Fleurs, a crowd of guards clicking their bayonets and stamping their feet like horses in a stable. The Regent, who is a direct descendant of Mohammed and looks like a Marie Laurencin drawing, brought in the King by the hand.

The King wore white shorts. He is seven years old. A great child psychologist in the neighbourhood says mentally the King is one year in advance of his age. But he is not a precocious child. Grave and gay, but responsible, too. Perfectly brought up.

Jerusalem. I have lately clicked my camera at all types of aircraft and personnel, the Army Mess cooks, hospital operations, Air Marshals, Generals, and even at an Emir (a Mohammedan title for prince). I have said, "Come on now—bare the fangs" to a tank crew, or "Please moisten your lips, Majesté," but, here in the Patriarchate, this was the first time I have said to an old man, hung with precious jewels, "Please lower the chin, your Beatitude."

Transjordania. As the evening sun was sinking slowly and casting long blue shadows on the desert scene, we came across another car. Colonel Glubb, in a khaki-coloured, semi-Arabian headdress, was returning from the camp a few miles on, with a Colonel and two Arab henchmen. Later, we had a wonderful evening, being entertained by the Arab Legion in their scarlet, pink, and khaki uniforms—sitting in a circle around a charcoal fire.

Damascus, Syria. Managed to get a place in a taxi going to Beirut. It would cost ten pounds for a seat by the driver; twelve pounds behind. I was glad I was shown firmly to the seat next to the driver. A man in a tarboosh sat behind; then we proceeded to stop-off to collect his family, relations, and friends. Tremendous farewell scenes at each port of call. The mother in black velvet, with white tennis shoes as a concession to the heat, waddling in the last stages of pregnancy, heavily veiled. She was followed by a huge nurse, holding the last born, and three children screaming excitedly.

Palmyra, Syria. In the apricot-coloured evening light, the two thousand-year-old colonnades, against the blue haze, looked their very best. These relics have an indestructible grandeur. An Australian soldier followed us out to the ramparts of the Temple of Venus—we surveyed the scene of broken columns, Gargantuan slabs of fallen masonry, and fragments of carved capitals. "It's a bloody shambles," said the Australian. He was disgusted.

There is a full moon tonight, which means that the tank battle, now raging, goes on all night.

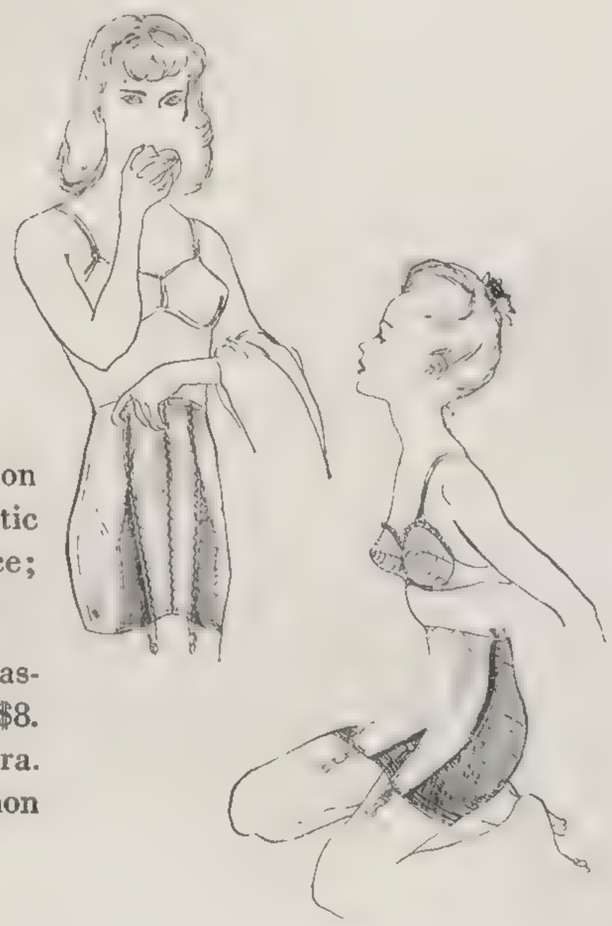
Libyan Headquarters. The R.A.F. are doing as many sorties as ever in the desert, though now they have comparatively few landing-grounds. Our aircraft dives on tanks, firing a gun as big as a Bofors. When these "Tankbusters" score a hit, the tank is not just damaged: it is obliterated.

En Route for Home. The skipper of our aircraft (Continued on page 88)

LIGHT-WEIGHT CHAMPIONS

And champions they are. Sympathizers with young girls who like concise, but not rigid foundations—light-weight girdles to wear for dancing. All of the ones on this page are comfortable-as-your-skin; forgettable, once you have them on. All use a law-abiding amount of rubber—proof that a little rubber and a lot of ingenuity can give you all the control you want. Proof, too, that you won't have to rely upon barrel staves and cast-iron corsets to keep your waist slim; your hips trim.

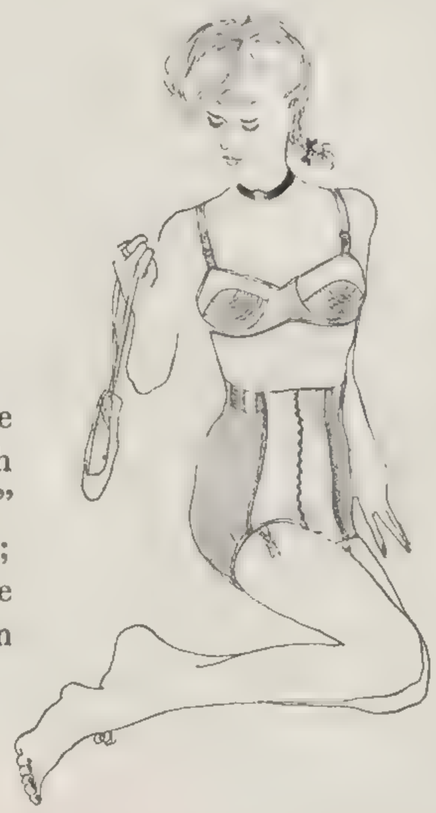
Supple pantie girdle to keep you under control. Of one-way stretch elastic with a satin "Lastex" back. A Carter girdle; $4. At Lord and Taylor



Pantie girdle of nylon marquisette; net elastic inserts. Lily of France; $12.50. Bonwit Teller

Nylon taffeta; net elastic Flexees girdle; $8. Nylon net Holly-ette bra. $2.50. Franklin Simon

Pantie girdle with two-way stretch elastic sides; satin "Lastex" back. By Hickory; $5. Nylon net for this Perma-lift bra; $2.50. Arnold Constable



Waist-whittling pantie girdle. Two-way stretch elastic; satin "Lastex." "Sta-Up-Top" by Warner; $7.50. Nylon marquisette bra; $2.50. At Altman

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Shado-Pruf Slip

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"ALL OF THIS I SAW"

(Continued from page 86)

had achieved almost a record run; in two days, he covered the distance that before, on the way out, had taken three days to conquer. We cut through the bright blue sky at tremendous speed, over a floor of marshmallow pillows. We have now left behind the flaky dryness of the desert and have arrived at an African airport that is deluged in rain. It is the rainy season. This airport has been so enlarged during the last three months that it is now unrecognizable as the one at which I stopped on the way out.

It was a new sensation waking up at one-thirty A.M. to shave and start the day. We got into a flying-boat and took off in the blackness of night. Difficult to tell at what point we were airborne. Silk-lined walls, armchairs like Pullmans, various compartments for eating, sleeping, smoking—this is the very craft that flew Churchill to America.

Lisbon, Portugal. To the visitors accustomed to the "reality" of war, Lisbon seems startlingly artificial—yet, is it artificiality to continue one's family life without the necessity to join in the destruction of others' happiness? To bask and bathe in the sun? Not to hurry unduly? To sit under a café umbrella with a glass of coffee—even to gamble occasionally?

Lisbonians feel they have been misinterpreted by Quentin Reynolds and the other passing journalists, who have written of their capital city as a melting-pot of spies, adventurers, gambler-refugees, and the shady characters one would expect to find in the "Rats' Last Stronghold."

They feel that a truer picture would be given if an effort were made to represent Portugal as the partner of the Allies. For Portugal has an alliance with Great Britain, the most ancient alliance in the world, whereby both countries agree to come to the assistance of each other whenever called upon to do so. The alliance, formed in 1386 and renewed many times since, has not been invoked by us in this war.

Driven forthwith with a fury, by a Portuguese taxi, through the Moorish quarter. These old houses, profusely hung with balconies, bird-cages, washing, and morning-glories, have survived the earthquake of 1755. Here the fisherwomen, with platters of fish on their heads, playfully smack each other's face with their fish.

My taxi dashes past the white marble square, built by the great eighteenth-century dictator, the Marquis of Pombal—on along the broad Pombalean avenues, profusely ornamented with statues, past the red-and-white baroque palaces, the ornate churches, the belching fountains, the museums crowned with carved trophies, and past the extraordinary, Gothic, iron trellis tower-lift, an early work of Eiffel, which connects the low-lying part of the town with that on the hills above.

The Political Powers. Thanks to the Secretariado de Propaganda Nacional, and the Press Office of the British Embassy, I was able to meet the President of the Republic, General Carmona. Born in the 'Sixties, he is still today the acme of Second Empire elegance. Having led one section of the Army in the Coup d'Etat, which resulted in the foundation of the present Portuguese New State, he was first elected President in 1928 (when Dr. Antonio de Oliveria Salazar emerged as the brains behind the New State).

Dr. Salazar lives in seclusion attended by his former nurse. As a student at Coimbra, he shared diggings with Manuel Concalves Cerejeira, who is now the Cardinal Patriarch of Portugal! Today he is the youngest Cardinal. When he went to Rome, to receive the Cardinal's hat, the crowd that saw his youthful appearance shouted *"Viva il Cardinal Bambino."* His Eminence the Cardinal makes *no* pretense that his political sympathies are with the Allies.

Notes on Lisbonians. The dashing Madame Ulrich, formerly in London as the wife of the Portuguese Ambassador, rushes down her staircase, strewn with the skins of snow-leopards, to make an impassioned radio speech as to "Why I Am an Anglophile."

The Condessa da Torre, with justifiable pride, shows off the treasures of her seventeenth-century house at Fronteira—the elaborately painted and stuccoed ceilings, the rows of kings in niches in the gardens, the shell pavilions, the swans, the flowering trees, and the formal, clipped gardens.

The Marquise de Tancos, in black lace, with her companions, Miss Rys, under the shade of their parasols, totters towards the grottoes, in the gardens of her lovely villa.

The Count Rodrigo Castro Pereira drives up in an elegant gig to the house of his sister, the Condessa de Carnide, to join the gathering of relations who sit on the terrace overlooking the ancient box-garden.

Sightseeing. Far more lovely than anything to be seen in Bavaria is the baroque palace of Queluz—apotheosis of Cinderella's palace—a pink and pistachio-green palace, with pink-and-green formal gardens, sphinxes, and stucco work as delicate as silver filigree, the whole perfumed by the vast trees of magnolia blossoms.

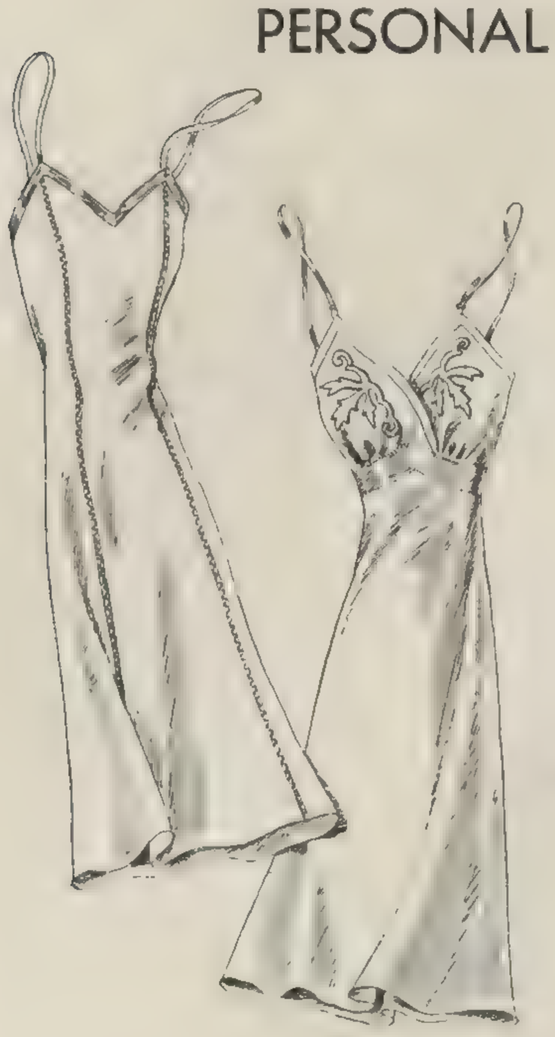
The Lisbon museums are still open, displaying their collections of silver, pictures, ecclesiastical robes, and ornaments. A hundred gold and geranium velvet coaches are on view in the eighteenth-century riding school....

Lisbon is not just an antiquarian's treasure-trove; the city possesses a contemporary life of indigenous vitality. The Government show a public-spirited attitude in reforms. Lisbon's many new and great public buildings and engineering achievements prove the civic pride and determination of its citizens. Theirs is a very civilized life; the enormous size and the taste with which the new Opera House has been built are indicative of their love of music.

Entertainment. The Portuguese do not care much for films; they prefer the intimacy of the cafés, where their favourites sing the traditional songs of the country.

The Portuguese still go to bullfights. They buy lottery tickets, and they sit up late at night. Though there is no black-out, the coal shortage necessitates the cutting-down of electric light.... There is no orgiastic gaiety. If spies there are, they are not of the houri type.

PERSONAL COLUMN



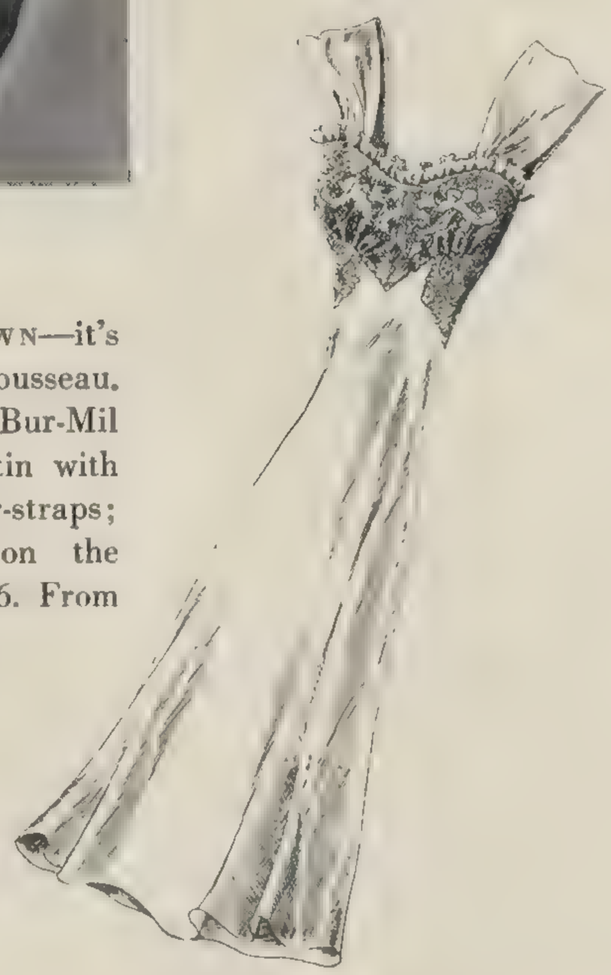
TAILORED SLIP with V-neck décolletage, all bound in rayon satin. New Form slip of Bur-Mil rayon crêpe. $2.25 at Franklin Simon; also at Woodward & Lothrop

SISSY SLIP—well-cut, simple slip for a young trousseau. A Rhythm slip by Patricia—it's of rayon and silk satin; $4. From Lord and Taylor; also at Marshall Field

BOW-NECK NIGHTGOWN to prove that prettiness never wears out its welcome. Rhythm gown by Patricia of rayon crêpe. Short-sleeved—it's softly full, nicely fitting. This is $4. At Saks-Fifth Avenue; Neiman-Marcus

VOGUE STUDIOS

WRAP-AROUND ROBE—classic sort of "must-have" robe—packable and warm. This one has nice shoulders, easy sleeves, ample lap-over. In navy-blue—part wool, part rayon-and-cotton. Designed by Royal Robes



BEGUILING NIGHTGOWN—it's meant for a young trousseau. An Alida gown of Bur-Mil rayon crêpe-back satin with wide, draped shoulder-straps; Alençon-type lace on the bodice. It is about $6. From Arnold Constable

There's something so darned American about it

Good old American "know how" has done it again! For this winter—despite the meager allotment of rubber—manufacturers are able to provide rubber footwear for the essential health protection of millions. Necessary W.P.B. rulings have restricted styles, and eliminated colors and frills.

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By drawing on our background of experience and ingenuity, we have found ways to give you more service and better looks than would seem possible under the circumstances. And we know you will wear this footwear with patriotic good will till the war is won!

★ ★ ★

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WAR ON NERVES

(Continued from page 42)

The Symptoms of Strain

Any one of these strains may take us over the edge into neurosis, or they may take us just to the edge, reducing our effectiveness. The symptoms are usually noticeable in our energy, which is either too low and depressed, or too high and hysterical. If it is the first, there is brooding, a sense of helplessness, a quick crying, and severe aimlessness. (The extreme symptom is a kind of emotional paralysis, a just sitting, a feeling of complete inertia in which one goes fingering through a magazine, not really reading, or in a feeling of inability to rouse oneself and get going.)

If the emotions, on the other hand, are heightened, there is irritability, over-criticalness, edginess, an inability to get problems off one's mind. There is the kind of sleeplessness that is known as the squirrel cage. There is difficulty in relaxing, in sitting down and keeping quiet. Instead one jumps up constantly, can't stick to anything, and, above all, keeps talking about problems and fears.

Heraclitus said: "War is the father of all things." It is the father of fears, frustrations, moral confusion, and pseudo romance. But it can also be the father of high courage, of determination, of inventive ingenuity, and of forthright aims for humanity.

Six Suggested Cures for Strain

There are at least six actions that help gain emotional soundness—each of them is psychologically important, and all together they aid in building the kind of character needed for a war like this.

1. *Enlist for some routine task, however small.* The therapeutic reason for this is clear: we fit into the war picture, we get a sense of functioning and of belonging. In the midst of fears and confusions, the job becomes our point of certainty.

British psychologists realize the value in assigning to each civilian a specific task. In this way, also, the immensity of the war can be reduced for us, to manageable proportions. Finally, the fact that the job has nothing to do with our previous training, gives us confidence that we have the stuff to meet emergencies.

2. *Do war work up to the top level of training and ability.* Each of us needs a sense of pride. We can get this by stretching our minds to full capacity. The war has brought many problems that need our top thinking: the lessened health and welfare services, the bewilderment of workers transported to new communities, and the fears aroused among ignorant minds by subversive lies and rumours. In a time like this, every community can use every good brain.

Lawyers can establish legal aid bureaus, psychologists can establish rumour clinics, journalists can publish the findings of such clinics, teachers can train workers for factories, and any citizen can be inventive. There are no rules to break.

3. *Work with a group.* The therapeutic value of this is simply that identification with a group is a prime source of emotional power. This, in fact, is the secret of Army morale. The soldier belongs to his regiment and has pride in it. It is sometimes said by the unknowing that he thereby loses his individuality. It might better be said that he develops a new kind of individuality, the kind that can identify itself with interests bigger than the individual himself. The civilian needs this, too.

I had been talking to a woman who is an executive in Civilian Defense about what to do for the anxieties of mothers. "I have one son in England now," she said slowly, "and one somewhere out in the Pacific.... The only way you can stand it is to become part of it." And that seems to go for all of us.

4. *Study and help towards the kind of peace that will justify the war effort.* The value of this is that human beings can not have high morale when they are denied the power to plan beyond the moment and beyond the individual self. Fundamental to all steadying of the emotional life is contact with something greater than ourselves. We must enlarge our vision to world dimensions. This, in a deep sense of the word, is religion.

5. *Keep a sense of proportion.* A refugee woman, whom I know, has a daughter somewhere in Occupied Europe, her son was murdered, her possessions taken. I asked her how she was able to stand it all. "I keep remembering," she said, "that we are only an incident in history."

We need to see that what is happening is not unmitigated tragedy. Something tremendously important is being worked out. A sense of proportion makes it possible for us to remember this—even to take time out for play. In these anxious days, play can be a kind of courage of the spirit, a gesture of confidence in the indestructibility of the tough world and the tough human decencies.

6. *Confess errors of judgment.* Confession is therapeutically good for us because it sets us right with ourselves and renews our self-respect. Father Gannon, President of Fordham University, did a brave thing recently. At the annual Mass of the Holy Ghost, he said: "Only a year ago there were loyal Americans, and I was one of them, who felt that this was not our war.... We protested violently when we saw our President, as we used to put it, 'spoiling for a fight.'... Today it is humiliating, but many of us are ready to stand up in meeting and confess that we were wrong, and he was right.... If he had listened to us, China, Russia, and Great Britain would now be prostrate, and we should be facing our zero hour alone and unprepared."

Therefore....

There never was a time when the effort to understand one another was more needed. The antagonisms of pique, stubborn divisiveness, and irreconcilable fanaticisms—these weaknesses among ourselves Axis ingenuity soon discovers. Some of these are born of strain. Above are six things that we can do to ease the strain. Doing them will not solve every emotional problem. But doing them will help to toughen our nerves in wartime.

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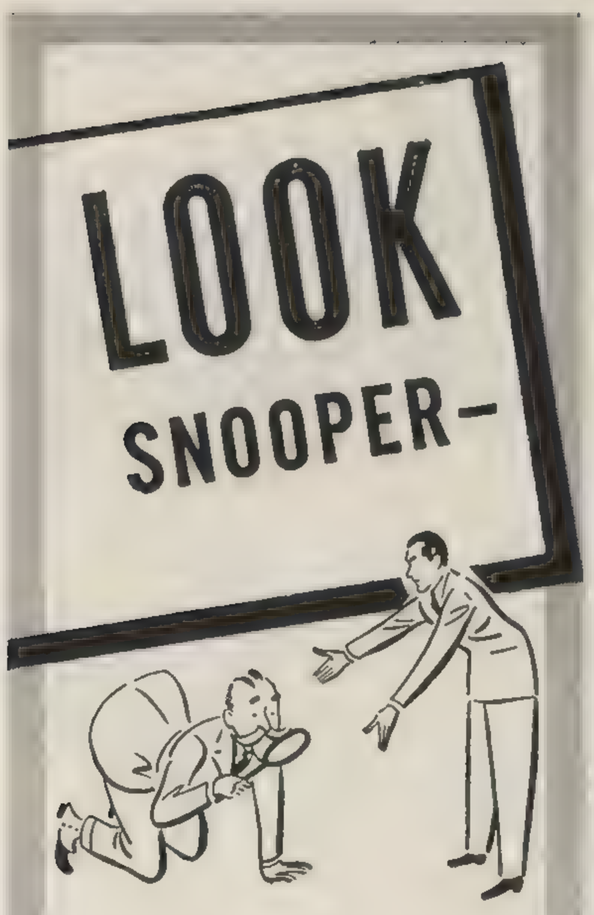

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ARE YOU ATTRACTIVE TO WOMEN?

(Continued from page 52)

5. When you have had a pleasant evening with a girl, do you leave her without saying, "When shall I see you again?" Do you do it (A) absent-mindedly, (B) for technique, (C) because you are broke, (D) or because you are afraid you might fall desperately in love?

6. When the rendezvous is set and you are waiting for a lady to come to inspect your etchings, do you ever call another one on the telephone to pass the time?

7. If married, do you submit with grace to domestic trials, or do you get into a foul temper when the newspaper has already been read or the children won't let you sleep on Sunday?

8. Are your alcoholic indulgences social or suicidal?

9. When in your cups are you maudlin, belligerent, or amorous?

10. If your girl is a working girl, and these days she probably is, are you considerate of her when she is tired, or are you secretly miffed when you don't get the old-pipe-and-slippers treatment?

11. Are you a great one for telephoning a couple of times during the day, even from the office?

12. On the other hand, do you think that silent strength is everything and that variety and imagination are foreign and not quite nice?

13. Do you wear both parts of your pyjamas, or just the tops, or just the bottoms?

14. When you say you don't believe in marriage, is that a deep-rooted philosophical conviction, or are you sure you are not admitting that you can't accept responsibility, that you haven't the stamina, generosity, and wisdom, or that you just aren't in love?

15. If questioned as to your whereabouts, is it your instinct to answer truthfully, or do you reply grandly that your personal freedom must not be impinged upon?

16. If complete fidelity to one woman is impossible for you, granted that you are in love with her, are you circumspect in your extra-mural affairs, or do you get a secret kick out of seeing your name in columns and knowing you are being gossiped about?

17. Do you let your girl know when you are jealous, or would you rather die than admit it?

18. If you believed that your wife was untrue to you, would your pride or your heart be hurt the more?

19. If you are away at the wars a long time, do you expect a woman to be true to you?

20. Do you make scenes in restaurants about the service, your table, et cetera?

21. Do you give an occasional fleeting glance as you pass a mirror?

22. Have you a one-track mind or, even when you are engrossed in a job, have you the ability by a glance, a squeeze of the hand, to let the woman know you love her?

23. Do you like a girl to wear the things you are accustomed to, and not to be constantly ringing changes?

24. Are you a good letter writer?

25. Do you refer slyly to your conquests under the impression that it makes you out a gay dog?

Answers

1. All right, all right, sorry we brought it up.

2. If you can't, it gets to be pretty dull.

3. *Tch, tch,* that is unworthy, besides you are sure to be found out.

4. Well, I can't help that, it *is* necessary.

5. If your answer to (A) is absent-mindedness, our answer to you is, "Sir, you are a prevaricator." (B) Nine out of ten will answer yes. (C) That may be if you are entirely dependent on your Service pay. (D) Nonsense, where is the man or woman who, knowing there is trouble ahead, will not plunge headlong into the thick of it?

6. Be careful, this attitude may lead you to the wolf pen, to joining that sad pack who are quarter-hearted, half-baked, and wholly unimportant.

7. If you do get into a temper, you are, we suppose, human, but sadly lacking in civilization and humour.

8. If the latter, run—do not walk—to the nearest psychoanalyst.

9. You are? That's bad. You are, in fact, a pain in the neck.

10. You do try to be considerate? You're a Grade A darling.

11. That's fine. We love it.

12. If so, you're a goon.

13. I'm just asking.

14. Granny knows the answer, and so does everybody else.

15. This all depends on where your abouts have been.

16. You like being in the public eye? Afraid you're a heely-peely.

17. A little jealousy is occasionally mighty reassuring to a lady.

18. It doesn't much matter, they are both extremely painful.

19. Assume the best and ask no questions.

20. What a pity. Are you so hard put to it to prove your importance?

21. If you don't overdo it, we are inclined to think it's rather cute.

22. If you have, you will burgeon like the green bay tree in her memory.

23. If you like her in the same old things tell her so. She'll probably change as much as she can afford anyhow, but she frequently adopts new styles because she wants to appear fresh and varied in your eyes.

24. You'd better do your best, or it's going to be pretty tough on the loving hearts at home not knowing whether you're dead or alive. Besides if the L. H. gets fed up and doesn't write to you, that bivouac is going to seem as cheery as the Jersey flats in a drizzling rain.

25. Such antics rank with financial reports, the Congressional Record, and the begats for boredom.

AMERICAN WINE CO.
ST LOUIS

ARE YOU ATTRACTIVE TO MEN?

(Continued from page 53)

prickly materials, sequins, lamé, starched laces, hung over with assorted hardware, glass, and plastics plus sharp-edged pieces of crockery or sheet metal in your hair?

7. Do you strap up your chest so that the general effect as you approach is that of the armour plating designed to protect the pilot of the new P-47 as turned out by the Baldwin Locomotive Works; or do you just admit that Nature has been kind and generous?

8. If a man tells you that he adores you in a certain evening frock, and you know that you have really knocked him bow-legged with it, have you the guts to wear it the next night and the night after that, knowing you may be going to some of the same places, just because he thinks you're the most beautiful creature in the world in it, and it makes him happy?

9. Do you dance naturally, yielding your person, or when you get up onto the floor, do you assume a Benny Leonard attitude of one who has just been instructed by the referee to protect herself at all times, no holding, and break clean at the word?

10. When you are out on the floor, do you show off with little side-steps, hip-wiggles, foot-kicks, and kittenish motions, trying to lead so that everybody will know that you are really the better dancer and the goon with you is holding you back and cramping your style, or do you quietly follow the poor sap's limitations and make it a team affair?

11. When you write letters to your absent sweetie, do you fill them with trivia about your daily routine and where you went shopping and what the girl friend said at tea, or do you give out with rhetoric about your personal symptoms of love-longing, combined with some straight physiology on the state of your heart muscle?

12. Have you a soothing personality, or are you always working up to some kind of crisis?

13. Have you the dramatic ability to exaggerate, so that when a guy calls you up on the telephone, before he can say a word, you shriek—"Darling! Wait until you hear what happened to me this afternoon, I can hardly speak. I mean it was simply the ghastliest thing. I'm absolutely a nervous wreck." And then, while the poor boob in a panic envisions theft, rape, automobile smash-up, hospitals, and iodoform, you go on about that perfectly foul man who put the bow on the *left* side of the hat you were having made?

14. When you come into a night-club or restaurant with a man, do you docilely accept the table to which the head waiter leads you, or are you sufficiently aware of the social set-up of the saloon to kick and scream until you are awarded a location commensurate with your opinion of yourself?

15. When you are dining out in a restaurant, are you properly languid about feeding and disinterested in the menu, bidding the waiter to bring you a salad leaf, or do you haul your chair up to the table with a gleam in your eye, spit on your hands, seize the *carte du jour*, and growl: "I'm starved! Couldn't we have a side of beef with some mashed potatoes?"?

16. Do you talk baby talk?

17. Do you break out that quick smile with all the ivory showing, at the slightest provocation, or do you wait until there is something to smile about, and then let it come over your face like dawn coming up in the tropics?

18. When you are out with a Service man, do you ask him bright, aggressive questions about his life, with particular emphasis on the thrilling experiences he must have had?

19. Are you completely feminine in your behaviour towards men, or do you try to combine certain masculine virtues, such as telling the truth, taking it on the chin when you deserve it, and being an all-around good sport?

20. Can you clown?

21. When you announce to a man that you are at last ready to depart for the evening's pleasure, do you at that point walk out of the door with him, or do you go back, get your lipstick and handkerchief, look for your pocket comb, re-work the make-up, try another ornament in your hair, leave a note for the maid, straighten out your stocking, add powder, hunt for your key, get some money, change your corsage to the other shoulder and then back again and finally pin it to your purse, lock your jewel-case, and put out the light?

22. When a man lights a cigarette for you, can you get it going in one drag and keep it lit, or does he have to charcoal-broil the end of it?

23. Do you consider the world your ash-tray, and can you kill a cigarette without resorting to the overhead high-pressure sprinkler system?

24. Can you hold your liquor?

25. Are you punctual?

Answers

1. Makes men nervous. Instead of thinking about you, he begins to worry and starts studying the mechanics of what holds you together. Whether or not he finds out, you're sunk. You're supposed to be clad in gossamer, moonbeams, and butterfly wings, not tied up with rubber and string.

2. Glamour Killer No. 1. No time to go into details. See—"*Die Vernichtende Männer Psychologie Des Heraushängenden Damen Unterkleid In der Aryschen Völkerkunde*," by Professor Reinhardt Abendschwitz, 3 Vols., Blutwurst Press.

3. If you do, my dear, you are a pain in the neck.

4. Look, angels, if you really want to be patriotic just step over to the nearest bank or post-office and get yourself a War Bond. All those so-called patriotic ornaments make Service men a little ill. Maybe the guy you're with has just come from a sector where our boys ran a little short of ammunition or where a couple of planes would have made the difference. Get it? (Continued on page 94)

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ATTRACTIVE TO MEN?

(Continued from page 93)

5. Glamour Killer No. 2. Indelibly tied up in the curious mind of man with dust-rags, peppermint breath, and general lack of sex-appeal. Kills your hair. Kills my interest, too.

6. It's the soft and compressible garments, girls. Nobody likes to embrace a porcupine. Likewise, when a man dances, he becomes nervous and hunted when things you wear in your hair stick him in the eye.

7. This question was addressed to ladies who look as though they had tied a washboard to their chests. Don't do it. You may consider us vulgar brutes, but we do like a girl with....

8. If you think I am going to stick my neck out, you're crazy.

9. Relax, lass. Chances are all the guy wants to do is dance with you. And the boys in uniform get all the fighting they want in the field without having to go six fast rounds with you every time they get up to dance.

10. Fatal. How to become a wallflower in three easy lessons. If your partner is a good dancer, he will hate you for spoiling the joy of the dance. If he is only fair to middling, or poor, he will be nervous anyway, and miserable, and your performance will be a fair indication to him of the rôle he will play in future married life.

11. Wrong, baby. It's the trivia that men like. Your attempts to convey on paper the flames that consume you are acutely embarrassing to him. One punch-line at the end is all he requires. What he really wants to know is what you've been up to and with whom. A letter full of detail about your shopping tours, your visit to the movies with Uncle George will provide him with a kind of remote control check-up. He gets a picture of you innocently employed in a world peopled wholly by females or an occasional male relative, which is highly soothing to his nerves. Anyway, there isn't one woman in a hundred thousand who can write a good love-letter. Very few writers can.

12. You're warned. An occasional good blow-off never hurt anybody, but if you're always heating up toward a hysteric over something, some fine day you will read of the guy's engagement to that little mousy girl with the dun-coloured hair and spectacles who wasn't so damned complicated.

13. To be filed under Section D of the "Wolf Wolf" Department. Some day you will call the guy up to tell him that you are in the hospital with a lacerated skull, a broken pelvis, and a fractured ankle, and he will say—"That's fine, darling," and hang up.

14. The average man doesn't give a damn where he sits as long as he is with you. Most men are scared to death of head waiters, anyway, and don't know how to get a good table beyond handing over dough slightly damp from the anguished sweat of their palms. If you have the brains and the tact to make him feel the table you have been given is THE one, even if it isn't, he will love you to your dying day.

15. Wrong again, sister. That dainty appetite stuff gets you nowhere because it (Continued on page 95)

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ATTRACTIVE TO MEN?

(Continued from page 94)

makes your escort, who is starving, feel like a pig. Men prefer girls with a normal, healthy appetite. Nothing makes a man quite so happy as to be able to feed a girl who is hungry. There is a wonderful companionship about enjoying food. A girl who will share a double sirloin, medium rare, burned on the outside, with her dope, is halfway home.

16. Shooting is too good for you, my love.

17. One of the silliest of all fables adhered to by women is that the white and pearlies arouse the beast in man. There is nothing sexy about crockery, you dear idiots. A tooth is a tooth, and a mouthful of them constantly displayed is a little frightening, if anything. It's one thing to have beautiful teeth to back up a sincere smile; it's another to keep them perpetually on display.

18. Look, I'll try to make this as simple as possible. Try to remember that this is HIS furlough and not yours, and that your job is to entertain him, not he you. The one thing he DOESN'T want to talk about is the life he is escaping for a few brief hours.

19. I don't know why I brought this up. There's only one of those alive, and I got her. But if you could try a little, just the smallest, tiniest bit, to be a little more like us when it comes to truth, honour, and general decency—mind, and still be adorably feminine.... What a wonderful world this would be!

20. A man will forgive a girl anything if she can make him laugh. According to statistics published by the New York City Survey of Matrimonial Ballistics, more four-eyed girls with bow-legs and thick ankles were able to get husbands than you could shake a lamb's tail at. Investigation showed that they were witty and amusing.

21. That's easy. You walk out of the door with him—and usually right up to the altar. But how many of you can do it, I ask? How many, O, Lord?

22. Look, Babe, I'm going to explain it just once more and for the last time: You don't blow out. You suck in.

23. On October the sixth, 1941, in Boston, Massachusetts, Oscar Beep pleaded guilty in Comman Pleas for braining his wife with a three-pound Steuben glass ash-tray because she always flicked the ashes of her cigarette onto the couch or the carpet. The jury voted unanimously for acquittal. What I am getting at is if you can't learn to be dainty in your smoking, give it up.

24. Count your Martinis, sister. A man loves a gal who can drink with him and contain her spirits. Nine guys out of ten won't forgive a girl who gets drunk. When that loose and silly simper hits your lips and those front hairs begin coming down, the blight is on the orange-blossoms. I know, I know! Men are a mess when they get drunk, too, but you are old enough to know that this is strictly a masculine privilege. There's nothing to stop you from walking out on a guy who gets tight, except that you love the idiot.

25. Ladies who are on time are God's fairest gift to mankind, Amen.

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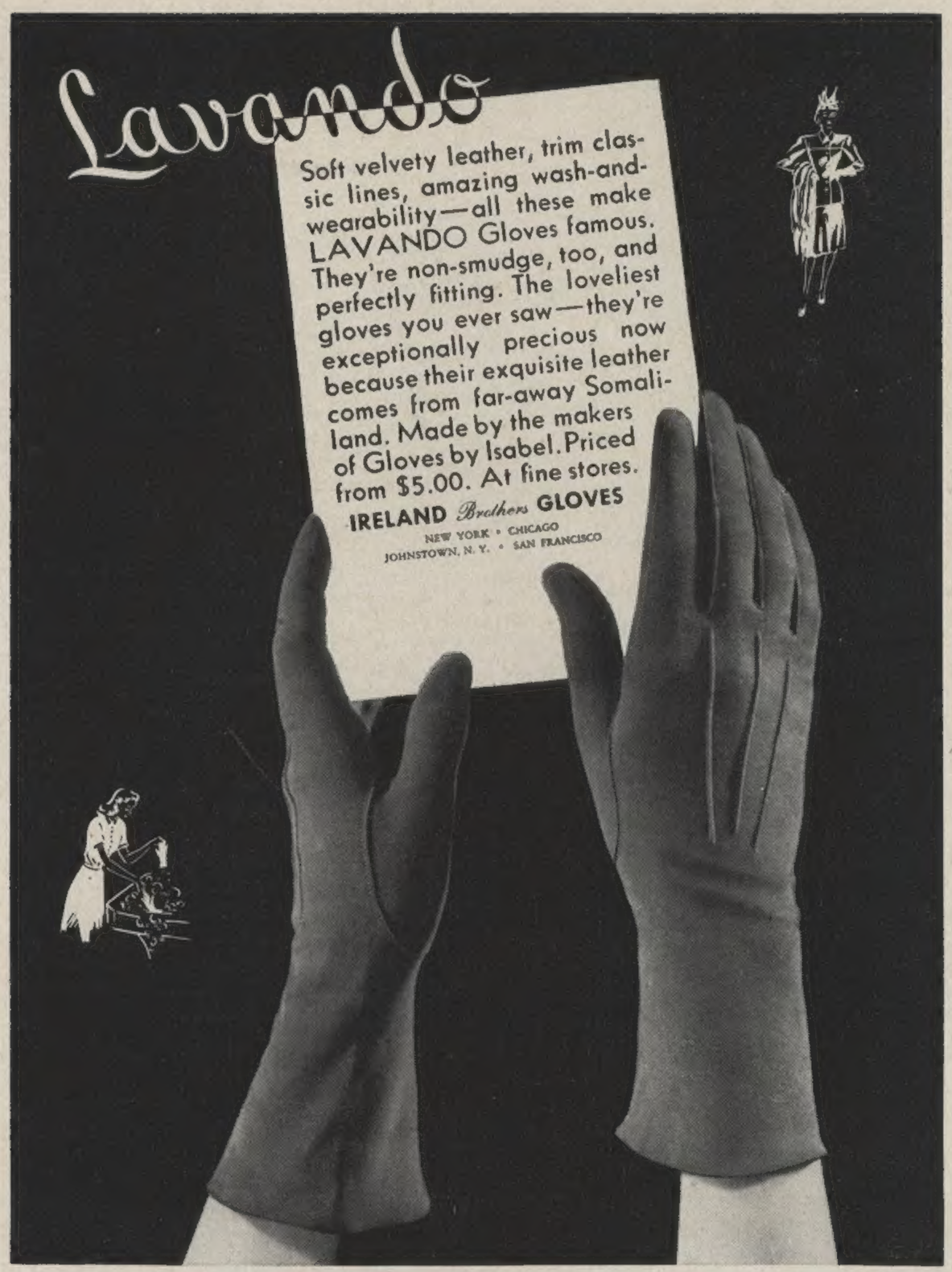


WOMEN AND MEN AND CLOTHES

(Continued from page 27)

single point. What's more, even if we *had*, it would not have weighed, should not have weighed, against the views of your own man, had he happened to disagree. The sole usefulness of our poll is that it shows you how majority opinion goes. If there's some matter of your dress on which your husband or beau does not feel strongly, you'd be fairly well advised to consult our results when you're planning a visit-to-him wardrobe...for remember that he wants to show you off, feel proud of you, before his Service friends, and he doesn't want them tittering at your comical hats.

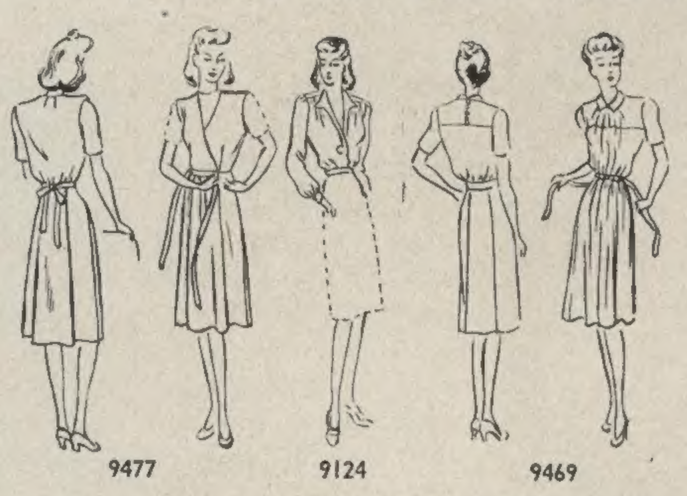
Many comments were written in, supplementary male say-so on the same general theme. The two worst offences complained about were (a) outlandish hats, and (b) outlandish shoes. A number of men volunteered their disapproval of too-tight and too-short dresses. Several kind words were said for the good tailored suits; many requests were made for "more frilly clothes."

Untidiness was rather frequently and always sternly deplored; so was loudness; so, oddly enough, was the colour red. (But if you got your man in a red dress, pass this up without a quiver.) Qualifying notations were repeatedly written in, on practically all the questions. "Depends on the girl," they would cautiously remind us. Or "depends on her figure." Or "depends on the occasion." A few of the men came right out and said *their* girls could get away with this and that, but no *other* girls could.

And on paper after paper, we came across one wistful, romantic, profoundly moving sentiment. They said: "Women are all wonderful, all perfect." They said: "They all look awfully good to me; I'm just off a boat and lonesome." They said: "They look swell, all of them." And: "I like them a lot, I can't do without them." And: "My best girl is my wife, the finest in the world...anything she wears is in good taste." And: "I like women to be feminine, they are all wonderful."

Just because of this...because of this wonderful humility and tenderness and indulgence our men have for us... and because today more than ever it is so achingly easy to please them...we want to remind you to *do* it. It's such a tiny job, such a simple job; just be sure it's a job you really do. And the fashions in this issue, selected with all this data in mind, will help you to do it the prettier, the better.

DESIGNS FOR DRESSMAKING



Other views of Designs for Dressmaking can be seen on pages 66, 67.

9477—"Easy-to-Make" jumper—sizes 12 to 20 (30 to 38) and 40.

9124—blouse—12 to 20 (30 to 38) and 40.

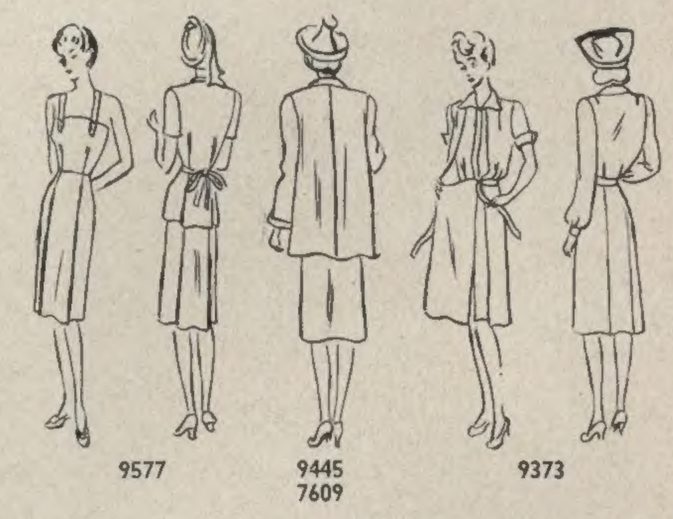
9469—comes in sizes 12 to 20 (30 to 38).

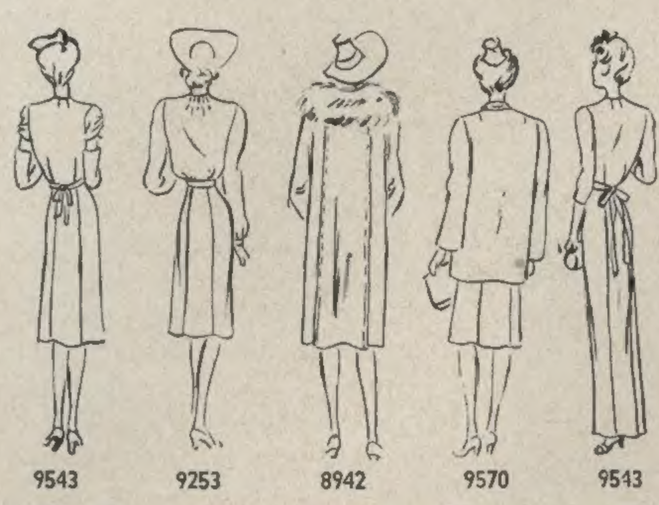
9577—in sizes 12 to 20 (30 to 38) and 40.

9445—"Easy-to-Make" jacket; small (28 to 30); medium (32 to 34); and large (36 to 38).

7609—skirt—sizes 35 to 43 hip measure.

9373—in sizes 12 to 20 (30 to 38) and 40.





9543—(short view)—12 to 20 (30 to 38).

9253—comes in sizes 12 to 20 (30 to 38).

8942—sizes 12 to 20 (30 to 38), 40 to 46.

9570—sizes 12 to 20 (30 to 38), 40 and 42.

9543—12 to 20 (30 to 38).

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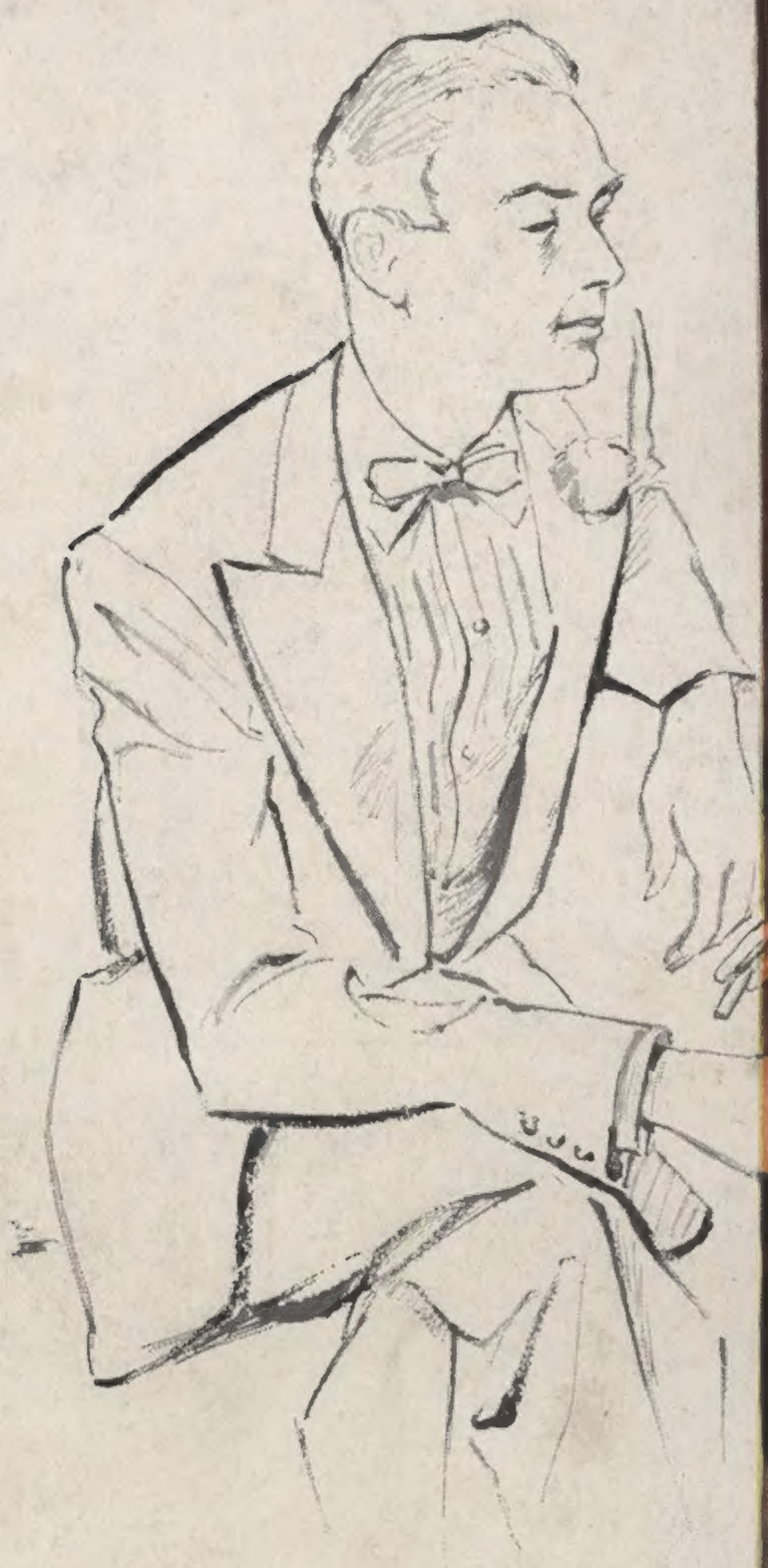

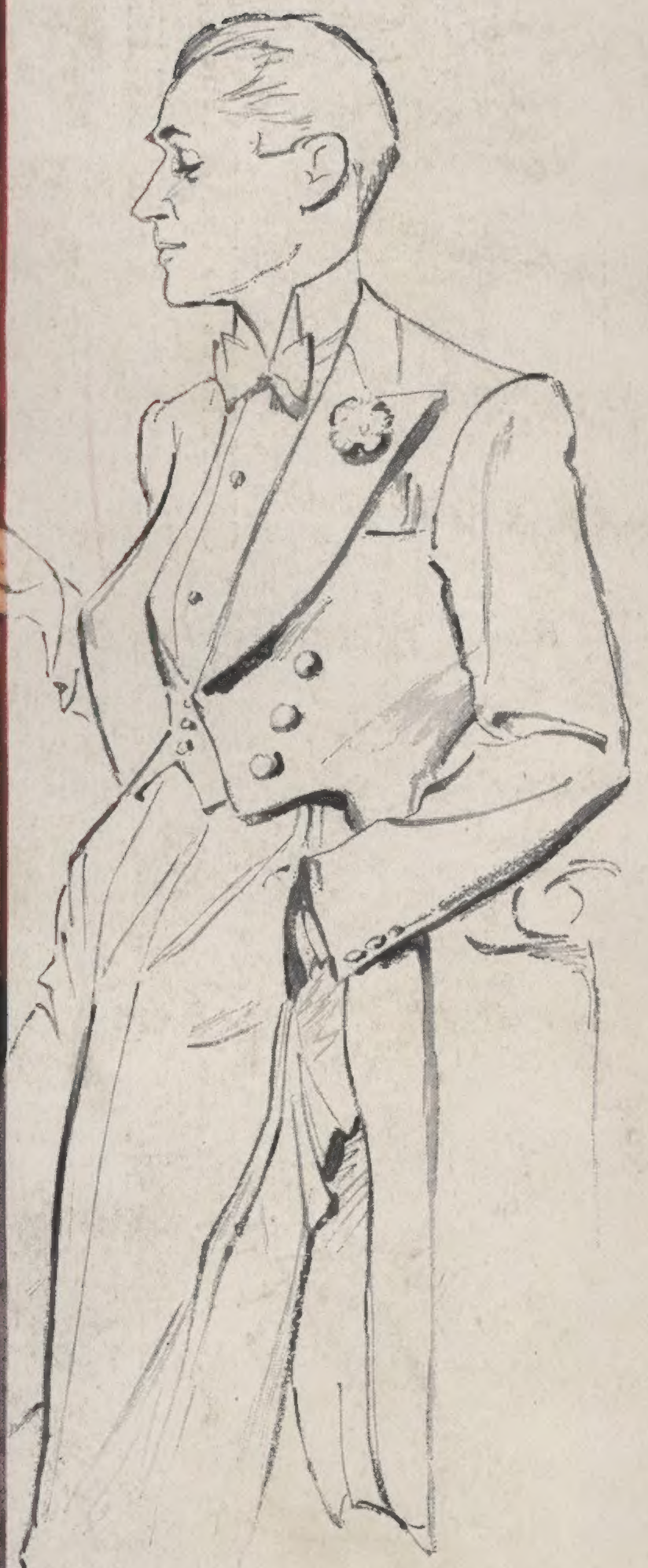

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